

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20-10-2023
Team ID	E58463ADFC36283A5274716DB239CCF2
Project Name	Project -Analytics Tool For Placement
Maximum Marks	4 Marks


#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

➔

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

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#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

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**PROBLEM**  
How might we [your problem statement]?



#### Key rules of brainstorming

To run a smooth and productive session

➕ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping :

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**Surge**

Surge is a temporary increase in demand for a product or service, often caused by a seasonal or promotional event. It can be a challenge for businesses to manage the increased demand and ensure that they have enough inventory and staff to handle it.

**Subscription**

Subscription is a business model where customers pay a recurring fee to access a product or service. It can be a way to build a loyal customer base and generate predictable revenue. However, it can also be challenging to manage the subscription lifecycle and ensure that customers are getting value from the service.

**Hybrid Dev**

Hybrid development is a software development approach that combines the benefits of native and cross-platform development. It allows developers to build apps that can run on multiple platforms using a single codebase, while still maintaining the performance and look-and-feel of native apps.

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## Step-3: Idea Prioritization :

