Ideation Phase Brainstorm & Idea Prioritization Template

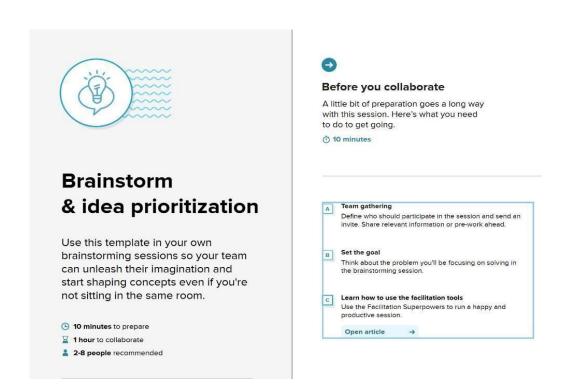
Date	01 Nov 2023
Team ID	NM2023TMID08660
Project Name	Project - Create a brand name, brand mail and brand logo using canvas
Maximum Marks	4 Marks

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 number 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.

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



Step-2: Brainstorm, Idea Listing and Grouping



Mash-up: Combine two relevant words, like "Foodora" (food + agora) for a food delivery service. Versatility: Design a logo that works well in various sizes and on different platforms. Inventive: Invent a new word or combine existing ones, like "Google" or "Microsoft." Memorability:
Make it
memorable so
customers can
recall your brand
easily.

Deepa

Descriptive: Choose a name that reflects what your business or product does, like "TechSolutions" for a technology company.

Simplicity: Keep it clean and straightforward for easy recognition.

Swetha

Unique: Create a distinctive name that stands out from competitors, like "Zyntech" instead of "XYZ Technologies." Relevance:
Design a logo
that visually
represents your
product or
service.



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

A 20 minutes

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Start by defining your brand's values, mission, and target audience. This will help you determine the style and message your logo should convey. Gather inspiration:

Look for logos from other brands in your industry or related fields. Identify elements that resonate with you and your brand. Sketch ideas:

Grab a piece of paper and sketch out rough concepts for your logo. These can be basic shapes, symbols, or text arrangements that represent your brand.

Step-3: Idea Prioritization

