

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



Brainstorm & idea prioritization

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- 🕒 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

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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Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Padmapriya

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.

Meenatchi

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.

3

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

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

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

