

# Ideation Phase

## Brainstorm and Prioritize Ideas

Date	03 November 2023
Team ID	NM2023TMID09555
Project Name	TO CREATE A WEBSITE USING CANVA

Template

## 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.

[Open article](#) ➔

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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

**TO CREATE A WEBSITE USING CANVA**  
For a brandname GIFTS N GIFTS which is an offline store. So we need to create a website which attracts people to come to this shop.

Key rules of brainstorming

To run an smooth and productive session

- 👤 Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.

2

### Brainstorm

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

🕒 10 minutes

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Person 1 - Team Lead

FIRST A WEBSITE SHOULD ATTRACT THE CUSTOMERS

SHOP NAME CAN BE GIVEN IN THE TOP

ADDRESS AND CONTACT INFO CAN BE IN THE BOTTOM

Person 2

CONTENT MUST BE SIMPLE AND ATTRACTIVE

PICTURES CAN BE PUT RELATING TO THE SHOP

Person 3

WE MUST FEEL FREE TO EXPRESS OUR VIEWS

THERE MUST NOT BE ANY PARAGRAPHS LIKE ESSAYS

TRUST ISSUES AND COST PRICE CAN BE ASSURED

Person 4

IT SHOULD NOT BE BORING TO THE VIEWERS

GOING WITH THE TREND

3

### Group ideas

Take your brainstorming notes while clustering similar or related notes as you go. Once all sticky notes have been assigned, 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

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UP

Add extra information again so sticky notes to make a cluster in this cluster. Organize and manage information from as many sticky notes as possible within your group.

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TRUST ISSUES AND COST PRICE CAN BE ASSURED

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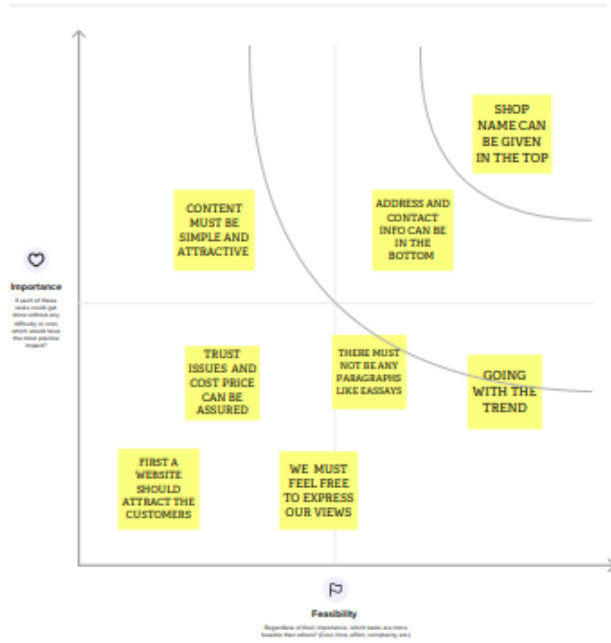
### Prioritize

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 receive their content to post at various sticky notes should go on the grid. The facilitator can combine the notes to create the same problem facing the shop owner/manager.



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### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Share the mural**  
Share a share link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save on your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and attitudes for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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