# Ideation Phase Brainstorm & Idea Prioritization Template

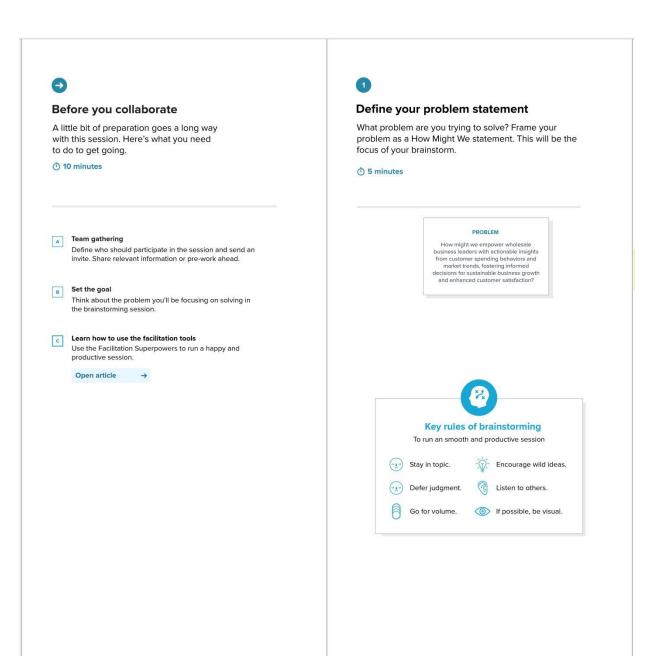
Date	16 October 2023
Team ID	Team-591186
	Unveiling Market Insights :Analysing Spending Behaviour and identifying opportunities for growth
Maximum Marks	4 Marks

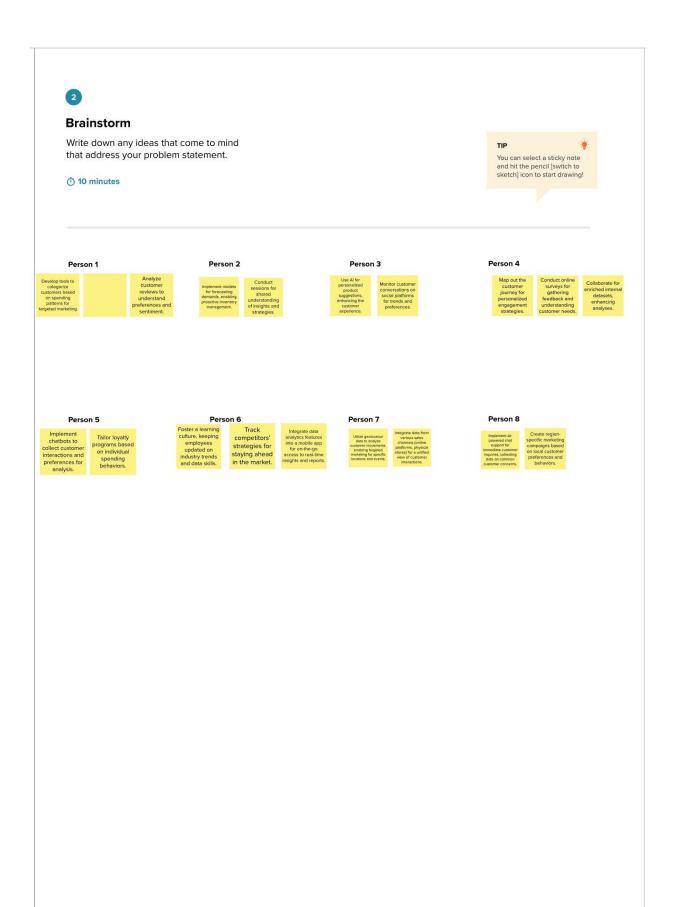
# **Brainstorm & Idea Prioritization Template:**

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.

STEP1:-







# **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.

① 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.

#### Data Visualization and Real-time Insights

## Customer Engagement and Feedback Analysis

#### Collaboration and Learning

**Competitive Analysis and Social Media Monitoring** 

Customer Segmentation and Targeted Marketing



## **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.

① 20 minutes

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.

