

Ideation Phase

Brainstorm & Idea Prioritization Template

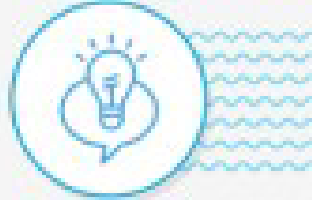
Date	30.10.2023
Team ID	NM2023TMI D09717
Project Name	Keyword Research Using Google keyword planner
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Your brand logo should visually represent your brand personality, using colors and symbols that convey your message. Canva's user-friendly platform allows you to seamlessly design these elements, ensuring consistency throughout. Seeking feedback and refining your choices are crucial steps before finalizing your brand identity within Canva. Ultimately, your brand identity should resonate with your target audience, making a lasting impression in the competitive market.

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
- 3-8 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.

[Open article](#)

1 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

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

2

Brainstorm

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

0/10 minutes

Tip

Don't worry about whether an idea is good or bad. The goal is to generate as many ideas as possible.

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

3

Group Ideas

Take time to bring your ideas into clusters or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If it contains bigger than six sticky notes, try and see if you can break it up into smaller subgroups.

0/10 minutes

Tip

Don't worry about whether an idea is good or bad. The goal is to generate as many ideas as possible.

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

Step-3: Idea Prioritization

1

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 may feel nervous to voice an idea, so they may choose to write down the idea and then voice it, or they may choose to write down the idea and then voice it to the team.

