

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	3 November 2023
Team ID	NM2023TMID09736
Project Name	How to create a reel using Canva

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.




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

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

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 **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


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**Key rules of brainstorming**
To run an smooth and productive session


 Stay in topic.


 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#) →

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 pin of sticky to switch icon to start drawing!

Veishnavi

Swetha

Padma Priya

Thinisha

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 a sentence-like label to a sticky note to make it easier to find, to keep organized, and to give a name and theme to them as add to your canvas.

Step-3: Idea Prioritization

4

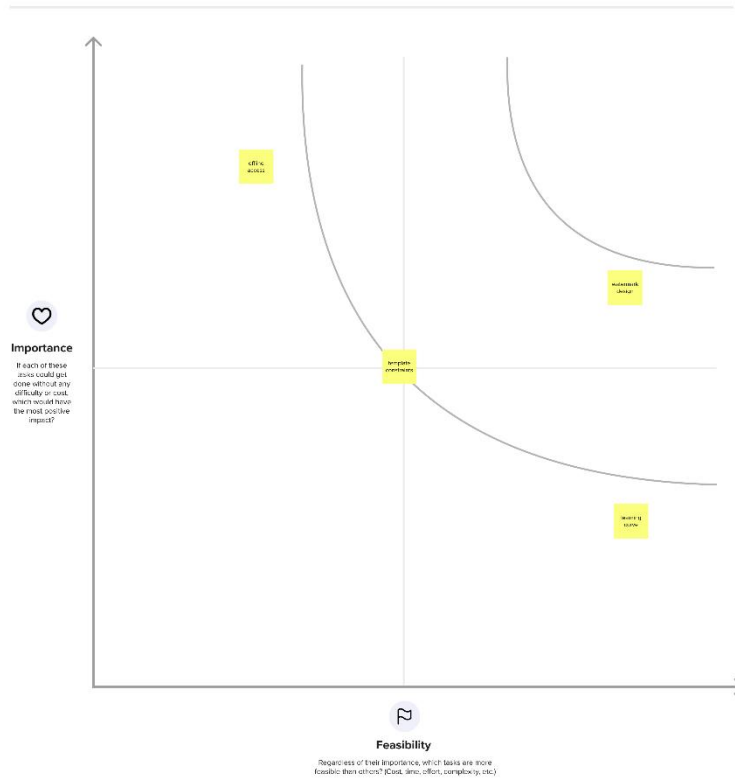
Prioritize

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 this spot by using the laser pointer holding the **H** key on the keyboard.



→

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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in 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 obstacles 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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