


Ideation Phase

Problem Statement

NM Team ID	NM2023TMID01268
Project Name	How To Add Google Analytics to A Website

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

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

Problem

How might we classify the social media demographics?

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay on topic.

💡 Encourage wild ideas.

🚫 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

🔄 If possible, be visual.

2

Brainstorm

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

⌚ 10 minutes

Samuel

Cant reach customers

didn't recognise brand

Dheeraj

cant find product

know more about it

P Muthu

Want to promote

reach to right customer

Tip

You can record a video while you're in the session to capture the ideas that come up. Share it with your team to get feedback.

3

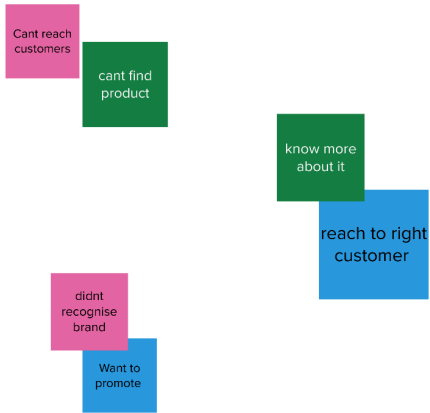
Group ideas

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 custom color tags to sticky notes to make it easier to track trends, segments, and categorize important ideas as themes within your map.



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 cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the arrow pointer holding the H key on the keyboard.

