


Ideation Phase

Problem Statement

NM Team ID	NM2023TMID01275
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

Share template feedback

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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or give work ahead.

Set the goal

Brainstorm the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article

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

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. Start drawing!

Group ideas

20 minutes

A staircase diagram with six steps, each in a colored box, showing a progression from 'cant reach customers' to 'reach to right customer'.

- Step 1 (Pink): cant reach customers
- Step 2 (Green): cant find product
- Step 3 (Green): know more about it
- Step 4 (Blue): reach to right customer
- Step 5 (Pink): didnt recognise brand
- Step 6 (Blue): Want to promote

Prioritize

⌚ 20 minutes

Importance

Each of these boxes could get done without any difficulty or cost, which would have a nice positive impact

Feasibility

Regardless of their importance, which leads are more feasible than others? (Cost, time, effort, complexity, etc.)

Strategies in the matrix:

- know more about it
- didn't recognise brand
- Want to promote
- Want to promote
- reach to right customer
- Cant reach customers