


Ideation Phase Brainstorm & Idea Prioritization

Date	30 October,2023
Team ID	NM2023TMID00984
Project Name	Project:Transparent Toll Free Data Management
Maximum marks	4 mark

Brainstorm & Idea Prioritization Template:

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

➔ 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 pre-work ahead.

➔ Set the goal
Think about 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](#) ➔

➊ 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

1. Data Security and Privacy
2. Verification of Academic Credentials
3. Fraudulent Degree Mills
4. Inefficient Record Keeping
5. Credential Ownership and Control

Key rules of brainstorming

To run an smooth and productive session

😊 Stay in topic.


🙊 Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



Need some inspiration?

See a limited version of this template to kickstart your work.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

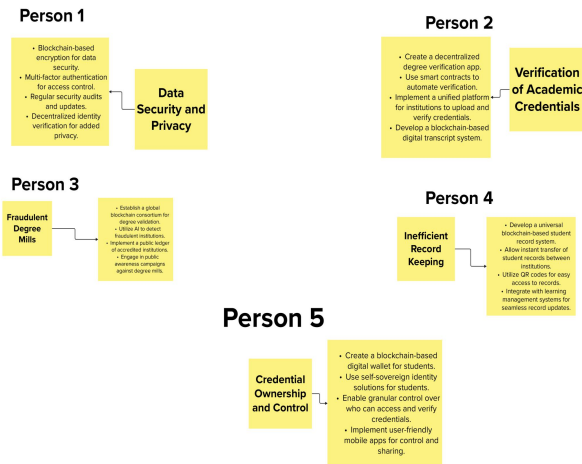
Brainstorm

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 pencil icon to start drawing!



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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Data Security and Privacy Group:

- Blockchain-based encryption
- Multi-factor authentication
- Regular security audits
- Decentralized identity verification

Credential Verification Group:

- Decentralized degree verification app
- Smart contracts for automation
- Unified platform for verification
- Blockchain-based digital transcripts

Combating Degree Mills Group:

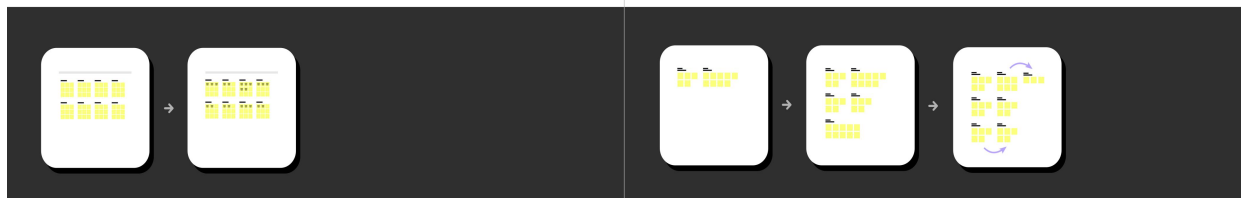
- Global blockchain consortium
- AI for fraud detection
- Public ledger of accredited institutions
- Public awareness campaigns

Efficient Record Keeping Group:

- Universal blockchain-based record system
- Instant transfer of records
- QR codes for easy access
- Integration with LMS

Credential Ownership and Control Group:

- Blockchain-based digital wallet
- Self-sovereign identity solutions
- Granular control over credentials
- User-friendly mobile apps



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 the 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

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

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 →](#)

[Share template feedback](#)

1. A single yellow sticky note is placed on the grid.

2. Multiple yellow sticky notes are placed on the grid.

3. The sticky notes are moved and rearranged on the grid.

4. The final prioritized set of sticky notes is shown on the grid.

