

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 November 2023
Team ID	NM2023TMID02729
Project Name	How to create Brand name, Brand email and Brand Logo
Maximum Marks	2 Marks

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.

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 complete
 2-4 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 a problem statement or a question to ask, or a topic to explore. (10 minutes)
- Get the goal: Write down the problem you're trying to solve in the 10 minutes.
- Learn how to use the facilitator tools: Use the 10 minutes to learn how to use the 10 minutes.

Open article

Define your problem statement

Define your problem statement in a way that is clear, concise, and specific. It should be a question or a statement that you can use to guide your brainstorming session.

How to write a Brand Name, Brand Email and Brand Logo

Key rules of brainstorming

- Be creative
- Be open to all ideas
- Be a good listener
- Be a good speaker
- Be a good collaborator
- Be a good leader

Brainstorm

Write down every idea that comes to mind. Don't worry about whether it's a good idea or not. Just write it down.

10 minutes

Sunitha.S.R. Vansha.M.Nair

Suveetha.K Subitha.A

Group ideas

Take some time to discuss your ideas with your team. Share your ideas and listen to others. This is a great time to build on each other's ideas and create a more complete picture of your ideas.

10 minutes

Need some inspiration?

Check out our calendar of events and activities. You'll find a lot of great ideas and inspiration.

Open article

