Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID08400
Project Name	AQUATIC INSIGHTS: COGNOS -POWERED WATER PORTABILITY ANALYSIS
Maximum Marks	4 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.

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.

Reference:
https://app.mural.co/t/dhamu7558/m/dhamu7558/1699274709237/9da8c371c431064ee61528d341f575f67d24d770?sender=ua40648bee2ce1cb85a6a5947

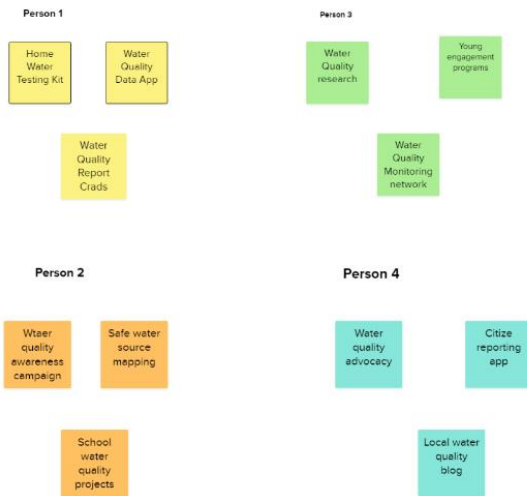**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm Individual

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

⏱ 10 minutes

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

⏱ 15 minutes

TIP
You can use the **Voting session** tool above to focus on the compled ideas.

Person 1

Home Water Testing Kit

Water Quality Data App

Water Quality Report Crads

Person 3

Water Quality research

Young engagement programs

Water Quality Monitoring network

Person 2

Wtaer quality awareness campaign

Safe water source mapping

School water quality projects

Person 4

Water quality advocacy

Citize reporting app

Local water quality blog

1. Home Water Testing Kit and Mobile App
2. Community Water Quality Workshops and Schools Partnership
3. Water Quality Report Cards and Safe Water Source Mapping
4. Water Quality Advocacy and Local Water Quality Blog

Step-3: Idea Prioritization

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

♡ **Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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.

⚑ **Feasibility**

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