

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 April 2023
Team ID	NM2023TMID04341
Project Name	Pixel perfection: photos with our cutting-edge image editing platform
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/invitation/mural/pixelperfection4680/1684481834497?sender=u122aad7a8a67e761de145718&key=fce3c9f0-b42e-4d35-b273-c9db95bcce37>

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

A

Team gathering

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

B

Set the goal

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

C

Learn how to use the facilitation tools

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

Open article ➔

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 [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

➔

Stay in topic.

💡

Encourage wild ideas.

➔

Defer judgment.

👂

Listen to others.

🗣️

Go for volume.

👁️

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

Person 1

Loss of Income

Transfer Existing Products

Identify Challenges

Person 2

Complete Existing Products

Take Existing Existing Data

Improve Engagement

Person 3

Improve Product

Improve Existing Product

Improve Existing Product

Person 4

Loss of Existing Existing Products

Improve Existing Products

Improve Existing Products

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

You can select a sticky note and hit the pencil icon to start drawing

Tip

Add custom labels to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're within your mind.

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about which ideas are most important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

30 minutes

Tip

Remember to use your ideas to determine which ideas are most important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.