

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	NM2023TMID01707
Project Name	FOOD TRACKING SYSTEM
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://www.mural.co/templates/empathy-map-canvas>

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

### 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

⌚ 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.

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⌚ 5 minutes

**PROBLEM**

**Use Creative Ideation:**  
- Brainstorm ideas. Write them down. Select the best ideas. Prioritize them. Share them with your team. Iterate on them. Refine them. Implement them.

**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.

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 tell the pencil tool to select it (or to start drawing).

Person 1

Video Activated Caption

Asynchronous Playlist Playlist Management

Customization With Video Selection Playlist

Person 2

Advanced Search Recommendations

Ranking By Total Page View / Engagement

Personalized Playlist

Person 3

Short & Snappy Asynchronous Recommendations

Interactive Learn More Content by Category

In-App Comments by Category

Person 4

Multi-Language Support

Real-Time Social Monitoring Integration

Collection Content + Shortcuts

Person 5

Person 6

Person 7

Person 8

## 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 cursor 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.

**Importance**

Which of these ideas could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

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

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