

# Ideation Phase


## Brainstrom & Idea Prioritization

Date	3 November 2023
Team Id	NM2023TMID02678
Project Name	How to Create a Landing Page in Hubspot

### Brainstrom & Idea Prioritization:

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.

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](#) ➔

➔

### Define your problem statement

Creating a landing page in HubSpot can be challenging, especially for users who are new to the platform. There are a number of different factors to consider, such as designing the page, writing the copy, and setting up the lead capture form. Additionally, it can be difficult to track the performance of landing pages in HubSpot, which can make it difficult to identify which elements are working and which ones need to be improved.

5 minutes

➔

#### Exercise

How might we [your problem statement]?

➔

### Key rules of brainstorming

To run an successful and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

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## Brainstorm

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

🕒 10 minutes

### TIP

You can select a sticky note and fill the pencil bucket to sketch! (can't do that drawing!)

### Kavitha.M

- Determine the primary purpose of your landing page.
- Identify your target audience.
- Understand the needs and preferences of audience.
- Create a clear and attention grabbing headline.
- Use relevant images and videos.
- Design a user friendly form.

### Keerthiga.L.K

- User friendly form should be designed.
- Keep the landing page focused.
- Plan the post submission experience with a thank you page.
- Setup hubspot tracking.
- Decide how you will drive traffic.
- Monitor landing page performance.

### Ishwariya.A

- Target audience should be identified.
- Create a prominent call to action button.
- Include customer testimonials.
- Attention grabbing headline should be included.
- Ensure your landing pages works well on mobile.
- Incorporate relevant keywords.

### Siva Ranjini.S.L

- User friendly form is needed.
- Target audience should be identified.
- Keep your landing page without distraction.
- Images and videos are included.
- Determine the purpose of your landing page.
- Use relevant keywords.

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## 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 comparable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as it comes within your mind.

- Design a user friendly form.
- Use relevant images and videos.
- Incorporate relevant keywords.
- Keep your landing page focused.
- User friendly form is needed.
- Images and videos are included.
- Use relevant keywords.
- Keep your landing page without distraction.
- User friendly form should be designed.

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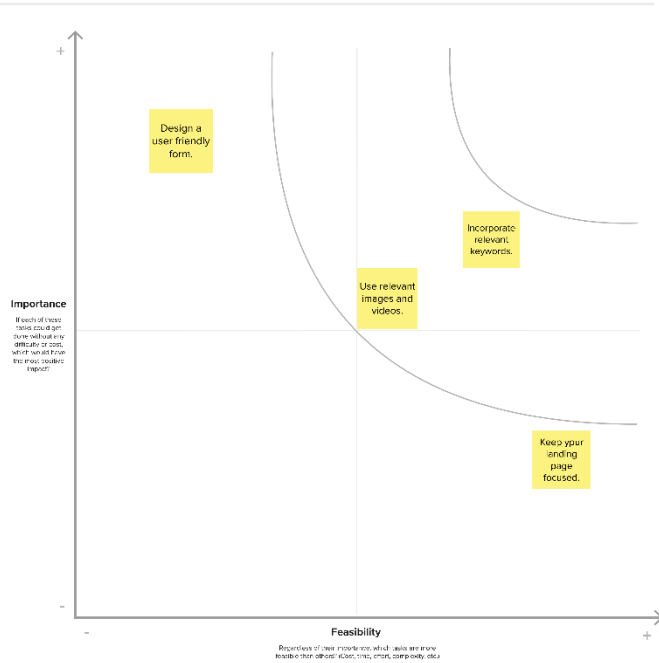
## Prioritize

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 cameras to go through sticky notes already on the grid. The facilitator can confirm the grid by asking the group to hold up the H key on the keyboard.



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## 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**  
Distill the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and emotions for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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