

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	03 November 2023
Team ID	NM2023TMID02713
Project Name	Create a Google business profile

Brainstorm & Idea Prioritization Template:

Brainstorming and idea prioritization for optimizing a Google Business Profile involves considering various factors. First, focus on essential information like accurate business details, contact info, and hours of operation. Then, enhance visual content with high-quality images and videos showcasing your products or services. Encourage customer reviews and respond to them promptly to build trust. Utilize the Posts feature to share updates, promotions, and events. Monitor and analyze insights to understand customer engagement and adapt your strategy accordingly. Consider integrating Google Posts or Q&A to address common queries. Lastly, prioritize addressing negative reviews and resolving customer issues to maintain a positive online reputation. By systematically implementing these strategies, you can make the most of your Google Business Profile to attract and engage with potential customers.



1

Define your problem statement

What problem are you trying to solve? Frame your problem as a future MIGHT-Be statement. This will be the focus of your brainstorm.

45 minutes

PROBLEM

"Design and develop an efficient and user-friendly digital platform for processing and presenting the information of all our users in terms of better user experience, ensuring accessibility, interaction, and greater engagement for our website and applications."



Key rules of brainstorming

To run an efficient and productive session

- Only to create
- Encourage wild ideas
- Defer judgement
- Quantity is better
- Go for volume
- If possible, be visual

2

Brainstorm

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

45 minutes

Don't get stuck in a single idea. Keep moving forward and generate as many ideas as possible.

Person 1

Brainstorming is a creative process that involves generating a large number of ideas for solving a problem. It is a key component of the design thinking process.

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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 label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller subgroups.

30 minutes

Tip
Before you start, make sure you have enough sticky notes and markers for everyone in your group.

Seasonal Decor Design

Art work pieces for each season, like spring flowers, summer sunsets, autumn leaves, and winter scenes.

Family Heritage

Share family stories and create Aari work pieces that represent the collective heritage of the group.

Collaborative Storytelling: Create an Aari work tapestry that tells a story with different sections contributed by various group members.



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.

30 minutes

Tip
Remember to use the sticky notes and markers you prepared in the previous step to place your ideas on the grid.

