

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	04November 2023
Team ID	NM2023TMID08872
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canvas

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 number of creative solutions.

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



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.



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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



Step-2: Brainstorm, Idea Listing and Grouping

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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 hit the pencil (edit) or eraser (delete) icons to start drawing!

Angelín García A.

Define the problem statement
Define the solution

Ana A.

Define the problem statement
Define the solution

Brianna Christopher J.

Define the problem statement
Define the solution

Chelsea Shalin S.

Define the problem statement
Define the solution

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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 customizable tags to sticky notes to make it easier to find, browse, organize, and integrate. Experiment with as many colors as you want!

Creating a successful art and craft brand involves telling stories about the arts, making beautiful packaging, and using smart marketing. Sharing the story behind each art makes it more special. The drawings and paintings that hold the stories need to look nice and match the brand's style. It's important to advertise the arts well on social media and in stores. Being eco-friendly and kind to animals can also attract customers. Making sure that everything about the brand feels the same, like the store and online look, is also very important. Teaming up with famous people or other brands can help the art brand become more popular. All these things make the brand more interesting for people who like arts.

Step-3: Idea Prioritization

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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 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.

