

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25 Oct 2023
Team ID	NM2023TMID16780
Project Name	Creating an Sponsored Post for Instagram

Brainstorm & Idea Prioritization Template:

The Idea Funnel is a method to help you generate and prioritize ideas effectively. Here's how it works:

- 1. Start by listing all your ideas for your shop, including different brand names, product offerings, and unique features.**
- 2. Next, evaluate each idea based on criteria like feasibility, market demand, profitability, and personal interest.**
- 3. Gradually narrow down your list by eliminating ideas that don't meet your criteria or align with your vision for the shop.**
- 4. Finally, prioritize the remaining ideas based on their potential impact, uniqueness, and feasibility.**

Using this template can help you organize your thoughts and make informed decisions about which ideas to pursue for your shop.

Example:

Here's an example using the template:

- 1. Idea: "Fashion Fusion" - Combining trendy bags and stylish chappals.**
- 2. Idea: "Sole Couture" - Emphasizing high-quality footwear and fashionable bags.**
- 3. Idea: "Accessorize Avenue" - Offering a variety of accessories, including bags and chappals.**

Now, let's move on to prioritizing these ideas. Based on your preferences, you can evaluate each idea's potential impact, uniqueness, and feasibility. Remember, this is just an example, and you can adapt it to your specific needs.

Team leader

Login issues

Instagram app
crashes

Explore page
visibility

Slow loading

Team member 1

Shadowbanning

Phishing and
Hacking

Geo location
issues

Content
removal and
violations

Team member 2

Account security
concerns

Hashtags not
working

Limited reach on
posts or stories

Inappropriate
content

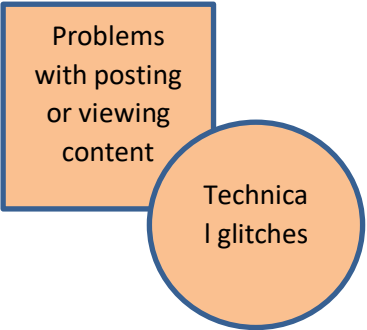
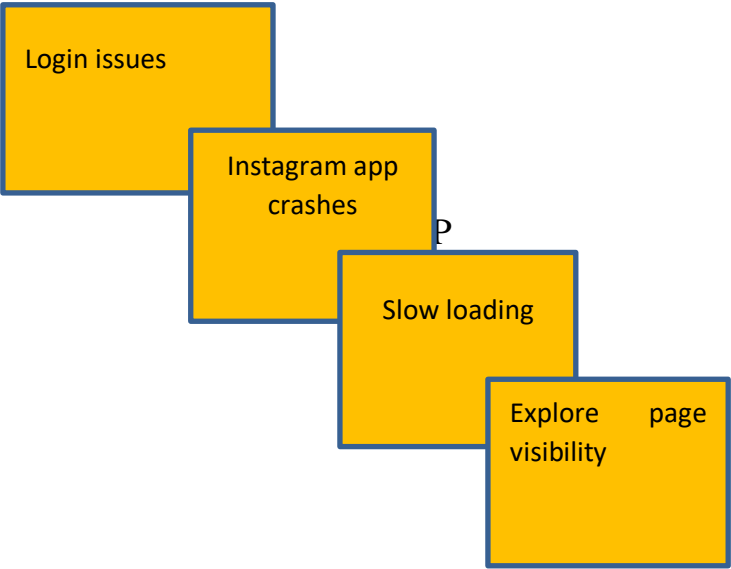
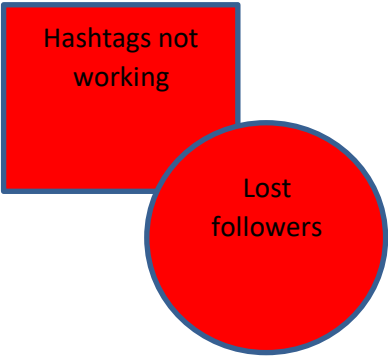
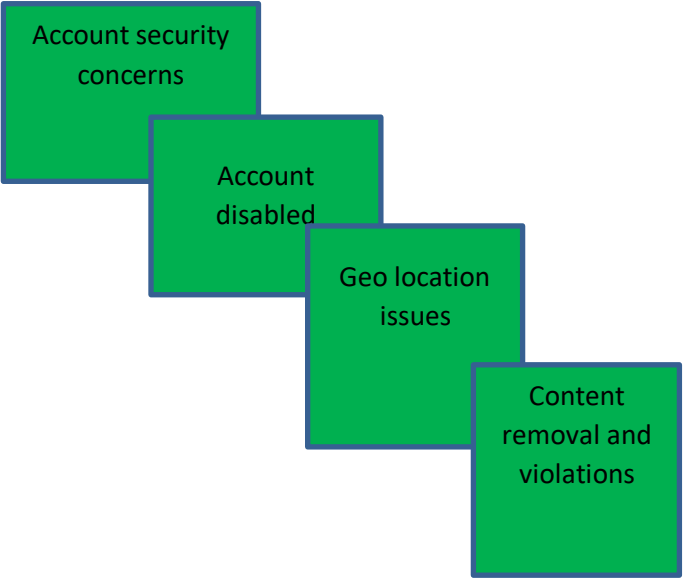
Team member 3

Problems with
posting or
viewing content

Lost followers

Account
disabled

Technical
glitches



Prioritise

