

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	30 April 2023
Team ID	NM2023TMID16640
Project Name	Pixel Perfection: Transforming your photos with our cutting-edge image editing platform
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 number 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://app.mural.co/template/e5a93b7b-49f2-48c9-afd7-a635d860eba6/93f1b98d-b2d2-4695-8e85-7e9c0d2fd9b9>


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


1


**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


PROBLEM


Pixel Perfection:  
Transforming your photos  
with our cutting-edge  
image editing platform


**Key rules of brainstorming**  
To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

🕒 10 minutes

#### BHARATH VISHNU C J

Develop a user-friendly interface that can be navigated online	Create a library of pre-made filters, photo effects, and photo editing tools	Offer additional services such as photo design and branding to non-technical users

#### BARANI DHARAN V M

Offer a range of services such as photo design, branding, and social media content creation	Provide tutorials and guides to help users learn how to use the platform	

#### BARATH B

Introduce a virtual assistant that can help users with image editing and photo design	Offer a mobile app version of the platform for on-the-go image editing	Provide customer support through live chat, email, or phone

#### DILIP S

Develop a social media marketing tool that can help users promote their businesses	Introduce a virtual assistant that can help users with image editing and photo design	

3

### Group ideas

Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

#### Games & competitions

Creative Editing Challenge	Scavenger Hunt	Collaborative Editing Challenge
Speed Editing Competition	Editing Tutorial Competition	

#### Shows & videos

Photo Design Tutorial	Photo Editing Tips
Photo Design Tutorial	

#### Celebrities & superstars

Live event	Celebrity Endorsement	Influencer Partnerships
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#### Hotspots & hangouts

Nature photography	Architecture photography	Wildlife photography
Street photography	Food photography	

#### Wildcard

Miniature photography	Vintage photography
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### Step-3: Idea Prioritization

4

## 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

