

Ideation Phase Brainstorm & Idea Prioritization Template

Team ID	NM2023TMID04577
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

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 amount 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/t/aienabledcarparkingusingopen8069/m/aienabledcarparkingusingopen8069/1682779764151/4f4c7777311edbadd20faa613ffe04fb1e6464ef?sender=u60ae83449f19b7ea6cf59121>

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

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

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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

A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a faster and productive session.

[Open article](#)

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

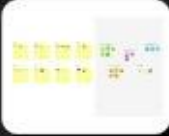
Problem Statement

A problem statement goes beyond a merely problem state. It states what you want your solution to accomplish. When you start your ideas, understand where you are, understand why the team is gathered, and what you want to achieve as a result of the session.

Key rules of brainstorming

To run an smooth and productive session.

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



Need some inspiration?

See a finished version of this template to inspire your work.

[Open a example](#)

Step 2: Brainstorm, Idea Listing and Grouping

2

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 space [switch to sketching] key to start drawing!

Person 1

Design a group of people in a meeting room, brainstorming ideas. Use a variety of shapes and colors to represent different ideas.

"Welcome to [Brand Name] - where challenges meet innovation. Our mission is to unravel complexities and provide tailored solutions. Join us on a journey of problem-solving excellence. Together, we build the bridge between obstacles and triumphs. Embrace the power of ingenuity with [Brand Name]."

Design a scene that communicates the brand's message clearly. Use a consistent color scheme and include the brand name, logo, and tagline.

Person 2

Utilize Canva's elements, photos, and text tools to create your logo.

Open Canva and select "Create a design."

Choose "Custom dimensions" to input your preferred logo size.

Person 3

Import or create the lightbulb and puzzle pieces images to compose your logo.

Incorporate thought bubbles or lightbulbs to represent the generation of ideas.

Choose a poster template on Canva.

Person 4

Guide viewers to empty parking spots since an empty spot is identified.

Experiment with fonts and sizes for a visually appealing layout.

Remember to save your designs and export them in the appropriate format for your intended use. Canva provides options to download your creations as images or PDFs.

3

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 categorize important ideas as they arise within your mind.

Poster Text:

"Welcome to [Brand Name] - where individual ideas evolve into collective brilliance. Join our community of innovators as we explore, refine, and amplify ideas together. In this collaborative space, every voice matters, and every idea contributes to a greater whole. Unleash the power of group ideation with [Brand Name]."

- Illustrate a diverse group of people brainstorming or sharing ideas.
- Incorporate thought bubbles or lightbulbs to represent the generation of ideas.
- Utilize a color palette that conveys creativity and cooperation.

Step 3: Idea prioritization

