

# Ideation Phase

## Empathize & Discover

Date	15 March 2023
Team ID	NM2023TMID13391
Project Name	CRM Application for School and College
Maximum Marks	5 MARKS

### 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.



#### Learn how to use the facilitation tools

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

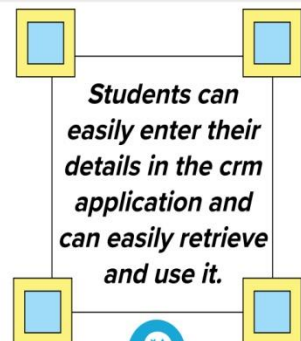
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1

#### 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



#### Key rules of brainstorming

To run a 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

**TIP**  
You can select a sticky note (and hit the pencil) (switch to sketch) (con to start drawing)

**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 themes within your mural.

## 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

**Importance**  
If several ideas seem could get done without any difficulty or risk, which one do you have the most positive impact?

**Feasibility**  
Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

**TIP**  
Participants can use their cursor to point at various sticky notes placed on the grid. The facilitator can confirm the spot by using the laser pointer (holding the key) on the keyboard.