Ideation Phase
Brainstorm & Idea Prioritization Template

Date	4 november 2023
Team ID	NM2023TMID03158
Project Name	Apples IPhone Impact In India
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 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://www.mural.co/templates/empathy-map-canvas

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

Step-2: Brainstorm, Idea Listing and Grouping
Step-3: Idea Prioritization
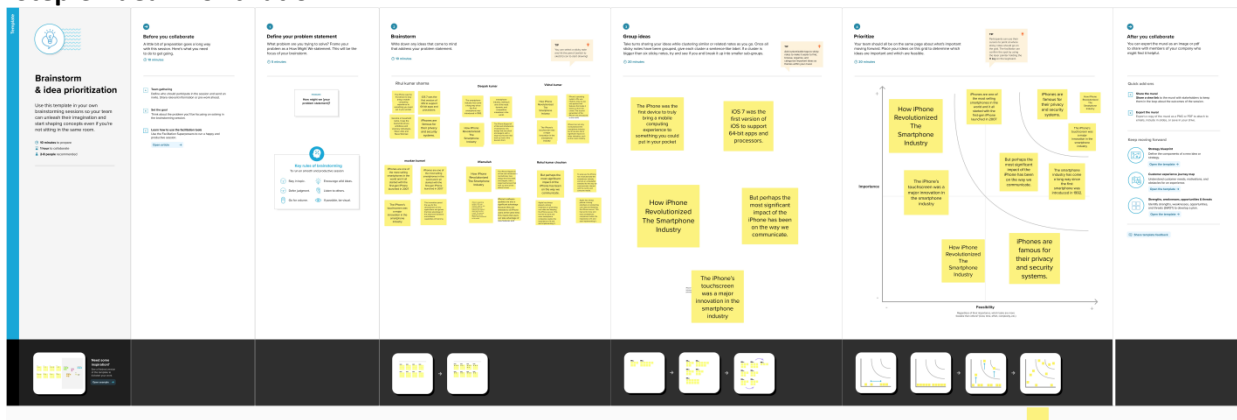
Step-1: Team Gathering, Collaboration and Select the Problem Statement
Collaborate on a note or folder of notes using *iCloud*

To collaborate with others, you can share a note or a folder of notes in iCloud. You can set permissions for other collaborators (such as allowing them to edit notes, add attachments, and create subfolders), and all the collaborators can see everyone's changes in real time. Everyone you collaborate with must be signed in with their Apple ID and have Notes turned on in iCloud settings.

Note: You can't collaborate on a locked note or on a folder with locked notes.

1. Do one of the following:

    - In the notes list, swipe left on the note you want to share, then tap .

    - Open the note you want to share, then tap .

    - In the folder list, swipe left on the folder you want to share, then tap .

    - Open the folder you want to share, tap , then tap Share Folder.

2. Choose Collaborate.

3. To change the access and permissions, tap the share options below Collaborate. You can set any of the following:

    - Allow access only to people you invite or to anyone with the link.

4. Step-2: Brainstorm, Idea Listing and Grouping

5. f you've ever participated in a group brainstorming session, you might have noticed a common theme or idea emerge. This can be a good thing. You want the opportunity to explore strong ideas. But as your coworkers share their thoughts, it can affect the thinking of everyone in the group. It may spark new ideas, but also it has the tendency to cause everyone to think more similarly about the problem than they would if they were working alone.

6. Step-3: Idea Prioritization

Whenever our creative team participates in a brainstorming session, we make a point to cull down the list of ideas to ones we will seriously investigate right away. It's helpful for the team to come away knowing exactly how many viable options we have, so we know whether more brainstorming sessions are warranted.

You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality." —Walt Disney

Does brainstorming ever feel like a total waste of time? You believe it's necessary to get your team's input on a topic, but the session usually just turns into a few people bickering, and the other participants saying nothing at all.

Even if it was a good session with solid ideas, the meeting notes (if there are any) will most likely end up lost in an email chain abyss never to be found again.

These are classic examples of brainstorming gone wrong.

When venturing into the world of brainstorming, keep a few important things in mind.

First, the top priority of brainstorming **is quantity over quality.** Yes, you read that right: quantity, not quality. Brainstorming is the first step in the exploration phase of a new [project](), so it's important to be open to all ideas and possibilities. Problems arise when team members filter out the good ideas from the not-so-good ones out of a fear of rejection or judgment.

Another problem with brainstorming is many people think it can only be done one way: an open discussion in a meeting room with everyone involved. This method is not necessarily wrong, but leads to some largely unrecognized social drawbacks that contribute to an unproductive session.

For instance, when the first couple of ideas are shared during a session, there is a tendency to only focus on those ideas throughout the rest of the meeting.

The biggest problem with brainstorming is only a [few people do 60-75% of the talking](). This bias, often called "anchoring," can often prevent other fresh ideas from coming to light.

Don't get lazy when you brainstorm—keep it both efficient and effective. Let's dive into seven easy brainstorming techniques that encourage collaboration while eliminating judgment.

1. Brain Writing

[Try Wrike for free]()

The general principle of this technique is to separate [idea generation]() fr