# Ideation Phase

**Brainstorm & Idea Prioritization Template**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID30244 |
| Project Name | Lease management |
| 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.

Brainstorming is a structured process that encourages creative thinking and collaboration to solve problems effectively. This template helps teams generate ideas, categorize them, and prioritize the most impactful solutions.

**Purpose:**

* Encourage open-ended idea generation.
* Organize and refine ideas into actionable solutions.
* Prioritize ideas based on feasibility and impact.

**Key Steps:**

1. **Define the Problem Statement** – Clearly articulate the challenge.
2. **Brainstorm Ideas** – Generate a wide range of possible solutions.
3. **Group & Categorize** – Organize similar ideas into themes.
4. **Prioritize Solutions** – Rank ideas based on importance and feasibility.
5. **Next Steps** – Assign responsibilities and plan implementation.

**Problem Statement**

A **Problem Statement** defines the core issue that needs to be addressed. It provides clarity and direction for brainstorming sessions.

**How to Write a Strong Problem Statement:**

* **Be Specific** – Clearly define the challenge.
* **Focus on Impact** – Explain why solving this problem matters.
* **Use a "How Might We" Format** – Encourages open-ended solutions.

**Example:**

*"How might we improve lease management efficiency using Sales Force to reduce manual errors and enhance automation?"*

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

**Brainstorming Session**

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

**Participants:**

* **Team Leader :** Pamarthi Devi Phanindra
* **Team member :** Kandula Atchireddy
* **Team member :** Jaswanth Ch
* **Team member :** Kocherla Raviteja

**Brainstorming Techniques:**

* Use sticky notes to jot down ideas.
* Sketch concepts if needed.
* Add customizable tags to organize ideas into themes.

**Step-3: Idea Prioritization**

**Prioritize Ideas**

Your team should align on what’s important moving forward. Place ideas on a grid to determine their importance and feasibility.

**1. Importance**

If each of these tasks could get done without difficulty or cost, which would have the most positive impact?

**2. Feasibility**

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

**3. Group Ideas**

* Take turns sharing ideas while clustering similar or related notes.
* Label each cluster with a sentence-like description.
* If a cluster exceeds six sticky notes, break it into smaller sub-groups.