

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 October 2023
Team ID	
Project Name	Create A Google My Business Profile

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.

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
👥 3-8 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

1 Team gathering
Define who should participate in this session and send an invite. Share relevant information or pre-work ahead.

2 Set the goal
Think about the problem you're focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tool
Use the Facilitation Superpowers to run a happy, 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

A local business owner wants to improve online presence and attract more customers but they are facing more challenges.

Key rules of brainstorming
To run an smooth and productive session

- 🗨️ Say 'yes'.
- 💡 Encourage wild ideas.
- 🚫 Defer judgment.
- 🗣️ Let others go first.
- 📝 Go for volume.
- 🖼️ If possible, be visual.

[Share your idea](#)

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 turn it into a challenge if all you need for the problem is "imagine the world if we don't need it at all."

Person 1	Person 2	Person 3	Person 4
1. To all the... 2. To all the... 3. To all the...	1. To all the... 2. To all the... 3. To all the...	1. To all the... 2. To all the... 3. To all the...	1. To all the... 2. To all the... 3. To all the...

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 a sticky note, try and see if you can break it up into smaller sub-groups.

20 minutes

Tip
If all the ideas are too long to fit on a sticky note, try and see if you can break it up into smaller sub-groups.

Post updates, offers, events, and news about your business. Regular posts keep your profile active and engaging for potential customers.

Step-3: Idea Prioritization

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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.

30 minutes

Tip

Participants discuss their ideas to point at where stakeholders should go on the grid. The facilitator can confirm the spot by using the zoom pointer checking the history on the keyboard.

Importance

Rank of how valuable your idea is to the business and its impact.

Feasibility

Rank of how difficult, risky, or expensive it is to implement your idea.

The informs others operational overview and its worthiness

It is main application useful to know u want

Provide as much information as possible

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint

Define the components of a new idea or strategy.

Open the template →

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

Show template feedback

1

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Reference link:

<https://app.mural.co/t/kalaiselvim5756/m/kalaiselvim5756/1683444676025/d3cb48d5560b8e84d5c2753cb919625c4339246c?sender=u4e4e8276ade14fec946d6048>