Ideation Phase

Brainstorm & Idea Prioritization Template

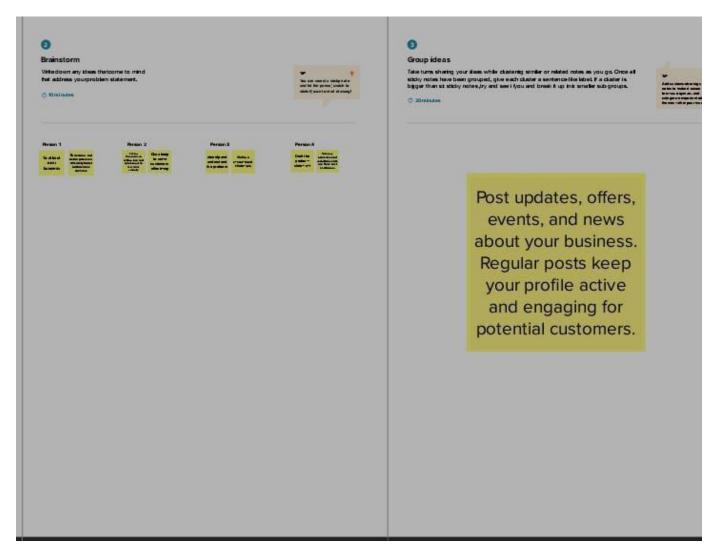| Date	31 October 2023
Team ID	
Project Name	Create A Google My Business Profile

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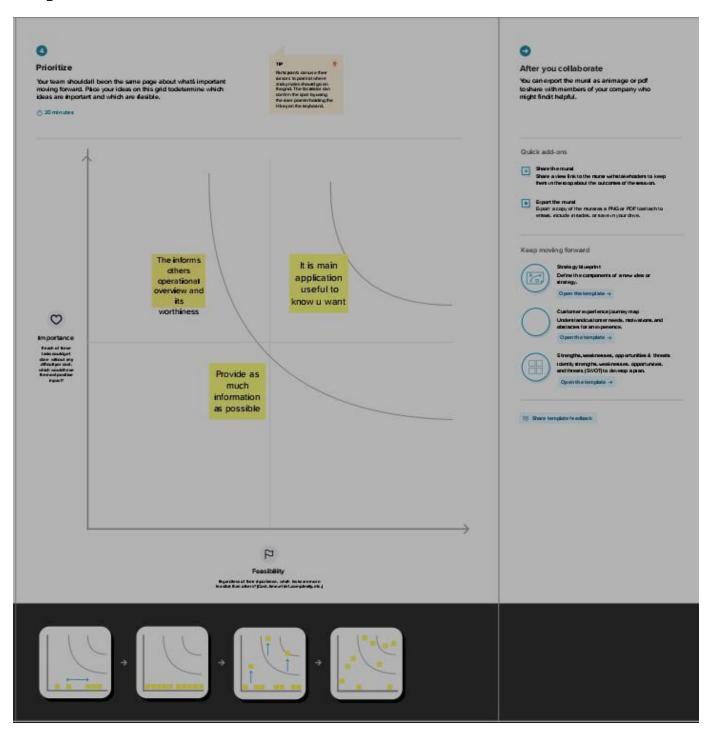
Step-1: **Team Gathering, Collaboration and Select the Problem Statement.**

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

Person 1 Person 2 Person 3 Person 5

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 and break it up into smaller sub-groups.

20 minutes

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

Step-3: Idea Prioritization