

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	27 October 2023
Team ID	NM2023TMIDO1896
Project Name	Food tracking system
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.




## 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

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


**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
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


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**PROBLEM**


How might we [your problem statement]?


**Key rules of brainstorming**


To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

1 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) icon to start drawing!

**Person 1**  
 available  
 laptop  
 available  
 laptop  
 available  
 laptop

**Person 2**  
 in person  
 meeting  
 traditional  
 meeting  
 traditional  
 meeting

**Person 3**  
 online  
 meeting  
 meeting  
 meeting  
 meeting  
 meeting

**Person 4**  
 online  
 meeting  
 meeting  
 meeting  
 meeting  
 meeting

**Person 5**  
 online  
 meeting  
 meeting  
 meeting  
 meeting  
 meeting

**Person 6**  
 online  
 meeting  
 meeting  
 meeting  
 meeting  
 meeting

**Person 7**  
 online  
 meeting  
 meeting  
 meeting  
 meeting  
 meeting

**Person 8**  
 online  
 meeting  
 meeting  
 meeting  
 meeting  
 meeting

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 make it easier to group, organize, and categorize important elements within your mind.

**Tips about meeting**  
 face time  
 online meeting  
 offline mode  
 save money  
 save time  
 save money

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

**TIP**  
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the idea by using the star button (bottom left key on the keyboard).

