

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 October 2023
Team ID	NM2023TMID09411
Project Name	Analytics tool for placements

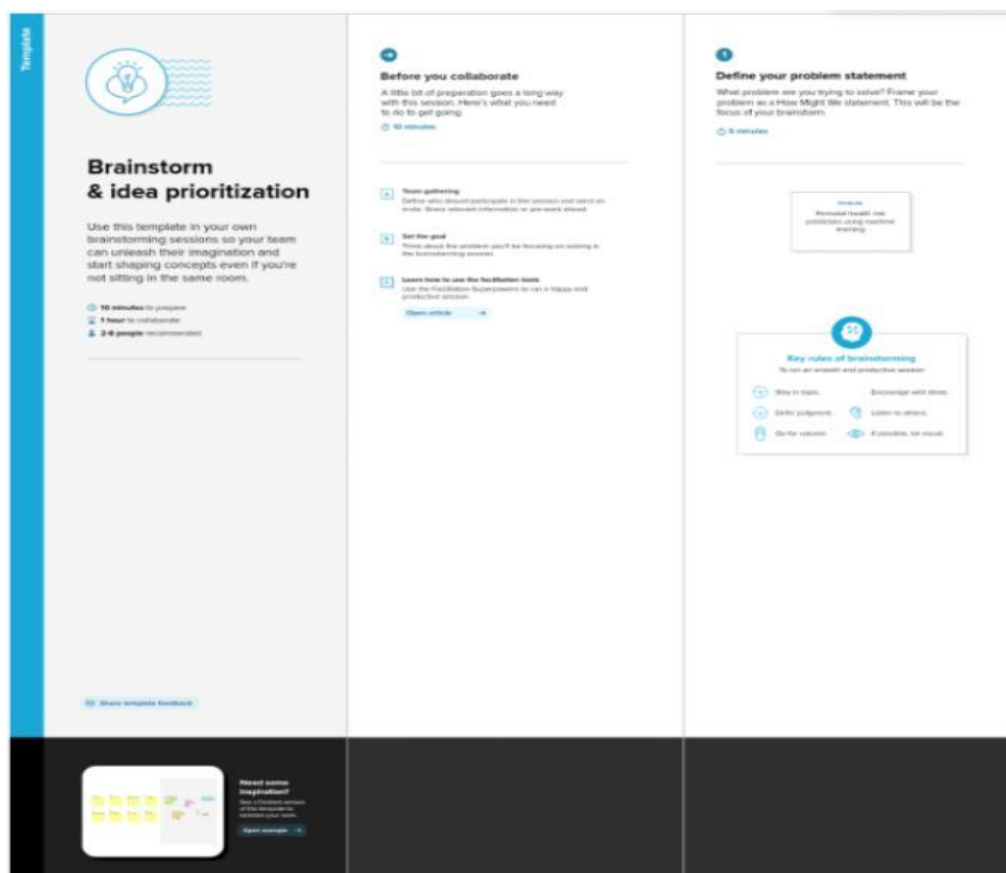
Brainstorm & Idea Prioritization Template:

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

Brainstorm

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

10 minutes

Tip
You can make a sticky note for each idea you generate and place it on your board.

Group ideas

Take turns sharing your ideas with the class. Cluster similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a name or label. If a cluster is larger than six sticky notes, try and use it as a group and break it up into smaller sub-groups.

10 minutes

Tip
Each group should have a name or label. You can use a sticky note to label each group. You can also use a sticky note to label each group.

Step-3: Idea Prioritization

Prioritize

Your team should agree 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.

10 minutes

Tip
Prioritize ideas that are most important to your team. Place your ideas on the grid. The top-left quadrant is the most important and feasible. The bottom-right quadrant is the least important and feasible. The top-right quadrant is the most important but not feasible. The bottom-left quadrant is the least important but feasible.

After you collaborate

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

Quick add-ons

- Share the board**
Share a link to the board with your team or share it with others.
- Export the board**
Export a copy of the board as a PDF or image to share with others.

Keep moving forward

- Strategy roadmap**
Define the components of your strategy.
- Customer experience journey map**
Understand customer needs, motivations, and emotions. Use the information.
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

10 minutes