

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	17 October 2023
Team ID	8D48DDF933745F2A2DF4A36340D40B61
Project Name	Aquatic Insights: Cognos -Powered Water Portability Analysis
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.

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

**Brainstorm & Idea prioritization**

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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

**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

Aquatic Insights: Cognos -Powered Water Portability Analysis

**Key rules of brainstorming**

🎯 To run an smooth and productive session

🕒 Stay on topic

🚫 Defer judgement

🗣️ Go for volume

💡 Encourage wild ideas

👂 Listen to others

👁️ If possible, be visual

**Visual notes inspiration**

📅 Not a traditional session? Offer a workshop or workshop your ideas.

[View examples](#)

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

2

**Brainstorm**

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

10 minutes

Shiksha N

Real-Time Water Quality Monitoring System

Customized Water Treatment Solutions

Educational Workshops and Webinars

Community Water Quality Reporting Platform

Santhosh Kumar B

Environmental Impact Assessment Service

Government Compliance Software

Water Analysis Subscription Service

Collaboration with Environmental Organizations

Santhosh D

Online Water Quality Marketplace

Environmental Impact Certification Program

Water Quality Podcast or Blog

Water Quality Mobile App

Saam K

Water Quality Insurance Product

User-Friendly Mobile App

Educational Workshops

Collaboration with Environmental Organizations

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**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 on the board. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Water Quality monitoring Solutions

Real-time monitoring system

Education and Outreach

Educational Workshops and Webinars

Community Water Quality Reporting Platform

Environmental Impact Assessment Service

User-friendly mobile app

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→

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### Step-3: Idea Prioritization

### 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](#)

**Importance**  
If each without trade could get done without any difficulty or cost, what would make the most positive impact?

**Feasibility**  
Regardless of their importance, which tasks are more feasible than others? Give this other, simplicity etc.

### 5 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.

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**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 to your drive.

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**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 >](#)

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