

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	20.10.2023
Team ID	NM2023TMID10480
Project Name	To create sponsored post on instagram
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Character Spotlight: Highlight a key character in the game, sharing their backstory, skills, and how they contribute to the gameplay. Gameplay Teaser: Share a brief video clip of an exciting gameplay moment, like a boss battle or an incredible move, and invite users to experience it themselves. Game Updates: If the game has new features, levels, or events, create posts around these updates to keep players engaged. Gaming Tips: Share tips and tricks to help players improve their skills in the game. You can create a series of educational posts.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

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

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

00 minutes

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

3

Group ideas

Take turns taking your ideas while clustering similar or related notes. Give all sticky notes time to be 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 subgroups.

00 minutes

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

Step-3: Idea Prioritization

4

Idea Prioritization

Use the following criteria to prioritize your ideas. Place your sticky notes on the grid. The grid is divided into four quadrants. The top-left quadrant is for high-impact, low-effort ideas. The top-right quadrant is for high-impact, high-effort ideas. The bottom-left quadrant is for low-impact, low-effort ideas. The bottom-right quadrant is for low-impact, high-effort ideas.

00 minutes

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

5

Final Selection

Review your ideas and select the top 10 ideas. These are the ideas that you will develop further.

00 minutes

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

