

IdeationPhase

Brainstorm & Idea Prioritization Template


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



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

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.

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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

PROBLEM

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.

Problem statement

Limited Access to Educational Resources: High costs of textbooks, online learning platforms, and proprietary educational materials can be barriers to education. A lack of transparency in pricing and licensing models restricts access to crucial resources. Addressing these issues requires a robust transparent data education management system that promotes openness, accountability, and accessibility in the education sector. Such a system should provide clear insights into student performance, resource allocation, college admissions, financial data, and equitable access to educational resources, while also safeguarding data privacy

Step-2: Brainstorm, Idea Listing and Grouping



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.

