

Ideation Phase

Brainstorm & Idea Prioritization Template

Date:	30 september 2023
Team ID:	Proj_227254_Team_1- 3414
Project Name:	Chatbot deployment with IBM Cloud Watson Assistant
Maxim Marks:	4 marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a method design teams use to generate ideas to solve clearly defined design problems. In controlled conditions and a free-thinking environment, teams approach a problem by such means as “How Might We” questions. They produce a vast array of ideas and draw links between them to find potential solutions. Brainstorming is part of design thinking. You use it in the ideation phase. It’s extremely popular for design teams because they can expand in all directions. Although teams have rules and a facilitator to keep them on track, they are free to use out-of-the-box and lateral thinking to seek the most effective solutions to any design problem. By brainstorming, they can take a vast number of approaches—the more, the better—instead of just exploring conventional means and running into the associated obstacles. When teams work in a judgment-free atmosphere to find the real dimensions of a problem, they’re more likely to produce rough answers which they’ll refine into possible solutions later. Marketing CEO Alex Osborn, brainstorming’s “inventor”, captured the refined elements of creative problem-solving in his 1953 book, *Applied Imagination*. In brainstorming, we aim squarely at a design problem and produce an arsenal of potential solutions. By not only harvesting our own ideas but also considering and building on colleagues’, we cover the problem from every angle imaginable.



