Ideation Phase Brainstorm & Idea Prioritization Template

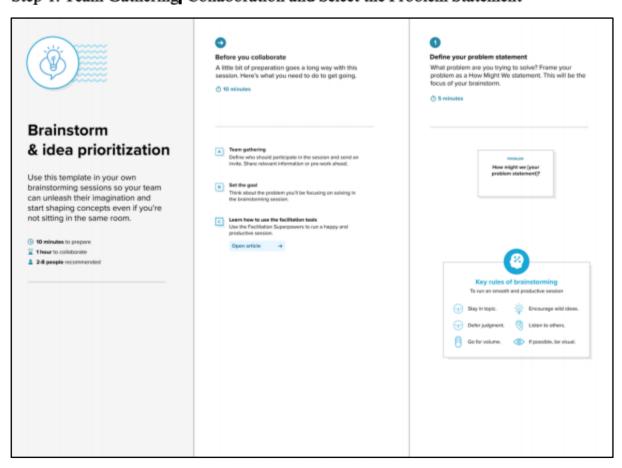
Date	20.10.2023
Team ID	NM2023TMID08494
Project Name	Create a social media Ad campaign in
	Facebook
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

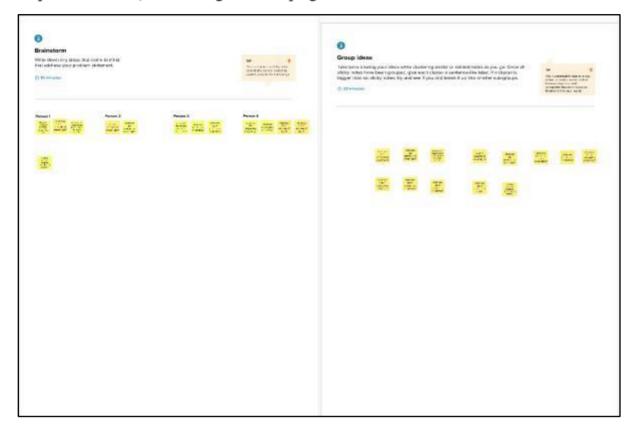
Your brand logo should visually represent your brand personality, using colors and symbols that convey your message. Canva's user-friendly platform allows you to seamlessly design these elements, ensuring consistency throughout. Seeking feedback and refining your choices are crucial steps before finalizing your brand identity within Canva. Ultimately, your brand identity should resonate with your target audience, making a lasting impression in the competitive market

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



Step-3: Idea Prioritization

