

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



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.
[Open article](#) ➔

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem (don't worry).

00 minutes

Tip: It's a good idea to write down ideas that come to mind, even if they seem silly or obvious.

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 ideas as you go. 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

Tip: Ask yourself: How is this idea better or worse than others? How is it different? How is it similar? How is it better or worse than others?

Person 1

Person 2

Person 3

Person 4

Person 1

Person 2

Person 3

Person 4

Step-3: Idea Prioritization

1

Prioritize

Your team should all be on the same page about what's important, moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their intuition to place ideas on the grid. The facilitator can confirm the team's logic, the team leader holding the ideas in the grid.

