

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	NM2023TMID04531
Project Name	Create a Google My Business Profile

### 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.

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

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## 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 advertise our business onto large scale?

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.

2

## Brainstorm

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

10 minutes

Ranjith kumar.S	Jalasarudhi.K	Gokul.M	Aashvhar.K
By creating a social platform	Use google as platform	Via customization	SEO Optimization
To ensure mass reach upload pictures of our products globally	Digital marketing strategies must be used	Delivery to far away customers through agents	Unique brand story
	Contacts of numerous customers		

## Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm				3 Group ideas	
<p>Write down any ideas that come to mind that address your problem statement.</p> <p>🕒 10 minutes</p>				<p>Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.</p> <p>🕒 20 minutes</p>	
Ranjith kumar.S	Jaleesruthi.K	Gokul.M	Aashvaz.K		
By creating a social platform	Use google as platform	Via customization	SEO Optimization		
To ensure mass reach upload pictures of our products globally	Digital marketing strategies must be used	Delivery to far away customers through agents	Unique brand story		
	Contacts of numerous customers				
				Introduce key team members, emphasizing their expertise and passion for your industry.	
				Mention any social or environmental initiatives your business is involved in.	
				Create a google business profile	

### Step-3: Idea Prioritization



#### 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.

🕒 20 minutes

