

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp
Maximum Marks	4 Marks

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.

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

1 Team gathering
Define who should participate in the session and send an invite. Share relevant information or previously agreed.

2 Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3 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

Creating an Email Campaign in mailchimp

Key rules of brainstorming

To run an smooth and productive session:

- Stay in topic.
- Discourage 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 statement.

10 minutes

Serenity

Seritha

Sangeetha

VishnuDhreshini

Tip

You can select a sticky note and hit the pencil switch to switch to edit mode!

3

Group Ideas

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 can break it up into smaller sub-groups.

20 minutes

Tip

Add custom labels to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're added to your mural.

Right-click and drag to move

You can now move the canvas around by holding down right-click.

21%

Step-3: Idea Prioritization

4

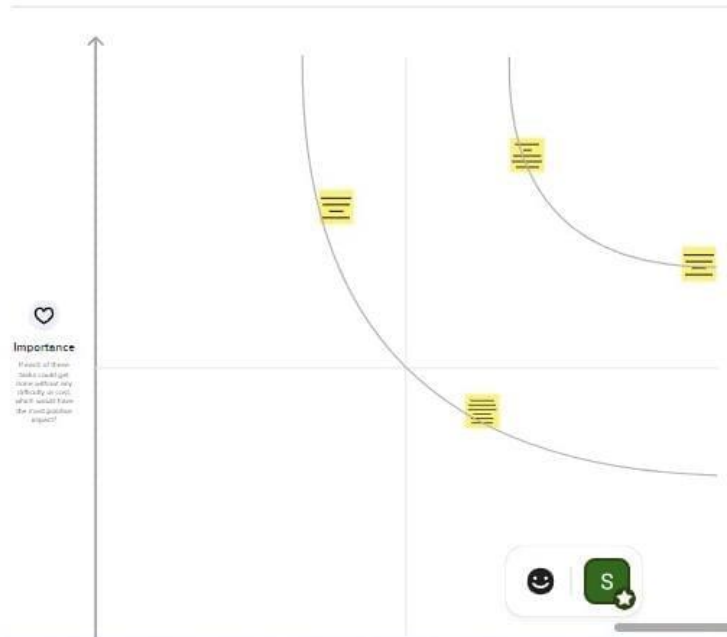
Prioritize

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.

⌚ 20 minutes

TIP

Participants can use their judgment to place as many sticky notes as they want on the grid. The facilitator can monitor the activity using the timer located behind the key on the left-hand side.



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- 1. **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2. **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- 1. **Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- 2. **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- 3. **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)

Right-click and drag to move

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