

Ideation Phase

Brainstorm & Idea Prioritization Template

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

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

The screenshot displays a digital workspace for brainstorming and idea prioritization, organized into three main vertical panels.

- Left Panel:** Features a light blue header with a lightbulb icon. The title "Brainstorm & idea prioritization" is prominently displayed. Below the title, a paragraph explains the template's purpose: "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." At the bottom, three icons indicate session details: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Panel:** Titled "Before you collaborate", it includes a sub-header "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." followed by a "10 minutes" timer. Below this, three numbered steps are listed: "1. Team gathering" (Define who should participate...), "2. Set the goal" (Think about the problem...), and "3. Learn how to use the facilitation tools" (Use the Facilitation Superpowers...). An "Open article" button is at the bottom.
- Right Panel:** Titled "Define your problem statement", it includes a sub-header "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." followed by a "5 minutes" timer. Below this, a box titled "Problem" contains the text "Creating an Email Campaign in mailchimp". At the bottom, a section titled "Key rules of brainstorming" lists six rules: "Stay in topic", "Encourage wild ideas", "Defer judgment", "Listen to others", "Go for volume", and "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

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Sarenya

Serthe

Sangeetha

VishnuDharsini

Like the other
to capture
them.

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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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100

1

Right-click and drag to move

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

21%

Step-3: Idea Prioritization

4

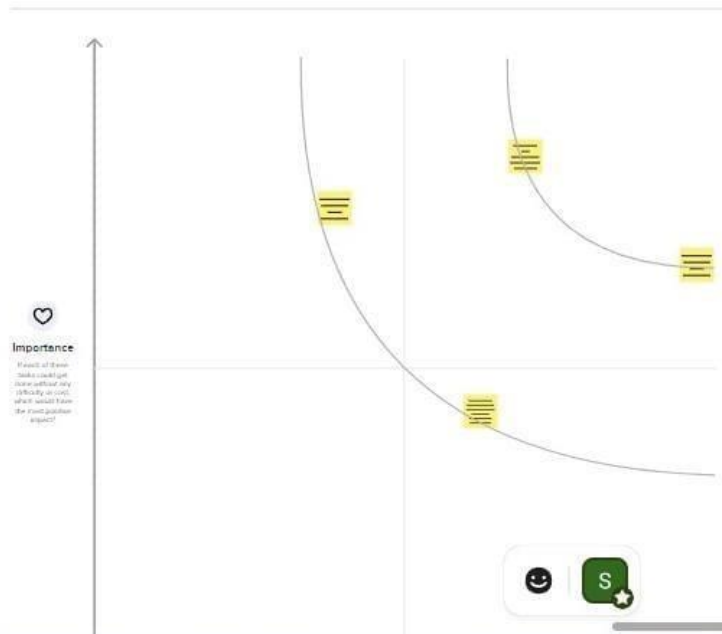
Prioritize

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 cursor to post or adjust sticky notes around the grid. The facilitator can control the grid by using the new pointer holding the key on the keyboard.



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

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- 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

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