

# IDEATION PHASE


## Brainstorm and idea prioritization template

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Team ID	NM2023TMID10132
Project name	How to create a reel design using canva

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

Template



## 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

➡

### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

➡

### Set the goal

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

➡

### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

➡

### 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


➡

### How to do brainstorming by using canva ?

#### 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.



### Mural source preparation

Take a moment to prepare your mural before the session. This will help you to focus your work.

[Open example](#)

**Step-2: Brainstorm , Idea Listing ang Grouping.**

[illegible]

## Step-3:Idea Prioritization

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**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

TP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can monitor this spot by using the user pointer holding the R key on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Technical Knowledge

ata Privacy

Lack of information

Time consuming

Internal cost (power requirements)

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

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

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