

Ideation Phase

Brainstorm and Prioritize Ideas

Date	03 November 2023
Team ID	NM2023TMID09616
Project Name	To Design a Brand promo Video using Canva

The screenshot displays the Mural ideation template interface. On the left, a vertical toolbar contains icons for various tools. The main workspace is divided into three columns. The left column features a light blue background with a lightbulb icon and the title "Brainstorm & idea prioritization". Below the title, it provides instructions on using the template and lists preparation time (10 minutes), collaboration time (1 hour), and recommended participants (2-8 people). The middle column, titled "Before you collaborate", outlines steps for team gathering, setting goals, and using facilitation tools. The right column, titled "Define your problem statement", includes a "PROBLEM" box with the project name and a "Key rules of brainstorming" box with six guidelines: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual. The interface also shows a top navigation bar with icons for undo, redo, and other functions.

Untitled mural

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

PROBLEM

To Design a Grand and attractive Brand Promo Video For a Clothing Brand using canva

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.



Untitled mural



1e



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!

Person 1 - Team Leader

Message must be clear

video must be short and sensible to the viewers

Unwanted content must be avoided to make it less time consuming

Person 2

Audio must give an optimistic vibe

Video must have a proper continuation

Specific Themes can be selected

Person 3

Many new collections must be shown

Photography with models

celebration of seasons and festivals

Person 4

Video must be entertaining

Designs must be engaging

Editing is the most important factor



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

video must be short and sensible to the viewers

Unwanted content must be avoided to make it less time consuming

Message must be clear

Video must be entertaining

Designs must be engaging

Many new collections must be shown

Audio must give an optimistic vibe

Photography with models

Editing is the most important factor

Video must have a proper continuation

Specific Themes can be selected

celebration of seasons and festivals



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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

Tip

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



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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 →](#)

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