

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	09 October 2023
Team ID	Team - 593383
Project Name	ChatConnect
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.


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.

Reference :

<https://app.mural.co/t/teamchatconnect4542/m/teamchatconnect4542/1696775959678/0/ba89f997176cdf26f92577c514ae693e4016a2b?sender=u829c5e339934682a07b84315>


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

A

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

B

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

C

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

How might we create a
chatting application
in real time ?



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.

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!

Lokesh Chandra

A convenient and easily accessible User Interface

Capable to Prioritize Messages

Secured end to end conversations

Enhanced Privacy Settings

Able to keep track of important conversations

Nandish

Able to send variety of Media

It should have a feature of voice and video calls

User should be able to put birthday wishes in a greeting

Replies to messages without any difficulty

Able to See all important messages at end of the day

Saipavan

Able to send messages or files as casual or urgent mode

See important and relevant messages first

Keep track of interesting previous conversation first

It should have a feature to give replies to close friends first

Feature that allows to send messages at scheduled time

Viswas

Capable to remaind unanswered replies and chats

An User friendly Interface and features

Able to give auto replies which can save time

Reply to important messages first

Generate Videos with photos to wish

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.

Prioritizing Messages

Capable to
Prioritize
Messages

See important
and relevant
messages
first

Reply to
IMportant
messages
first

Keep track of
interesting
previous
conversation
first

It should have
a feature to
give replies to
close friends
first

Wishes Interface

Generate
Videos
with photos
to wish

Users should be
able to put
birthday wishes
in
a greeting

Step-3: Idea Prioritization

4

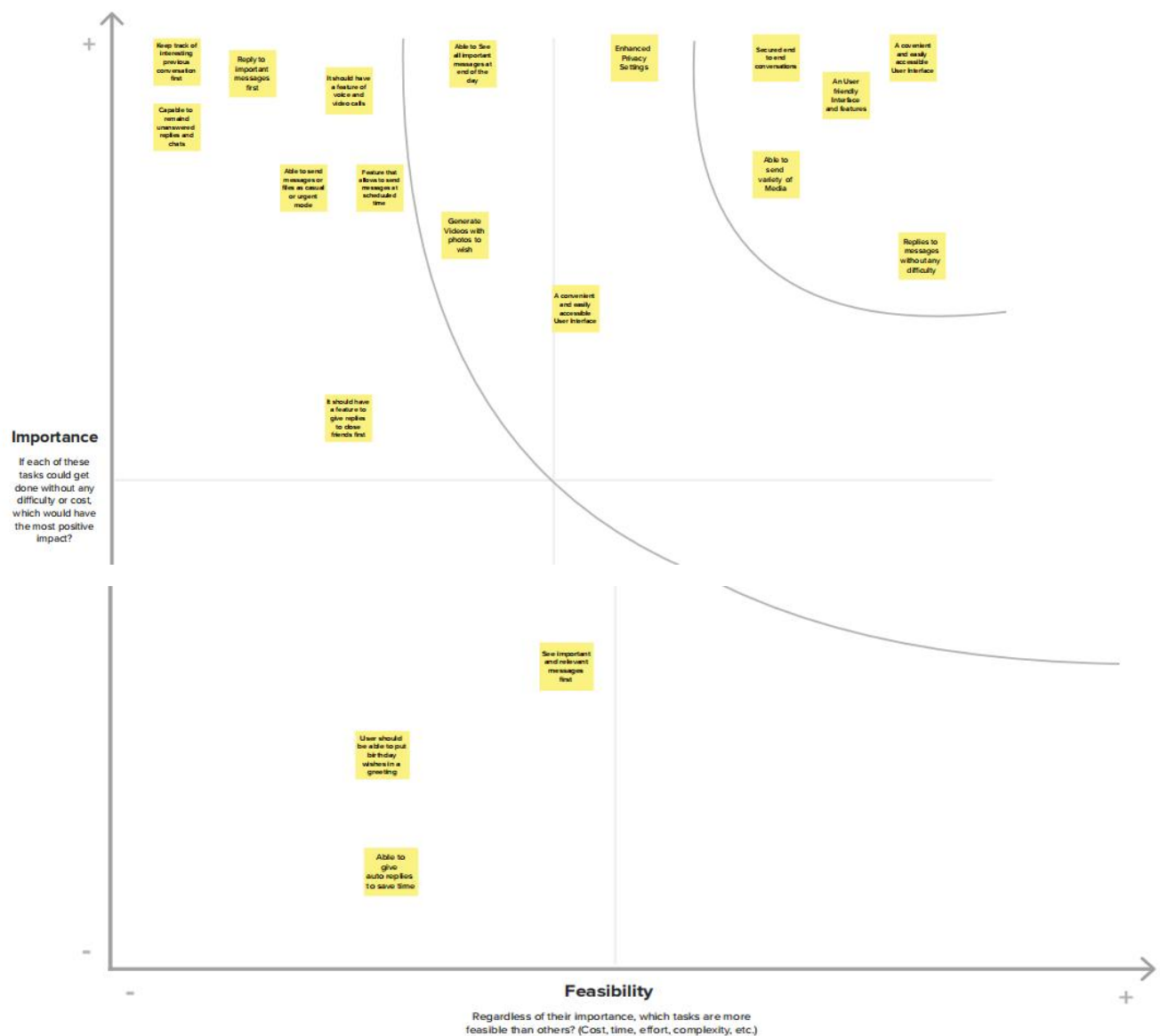
Prioritize

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 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.





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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