


## Ideation Phase




### Brainstorm & Idea Prioritization Template

Date	16 October 2023
Team ID	Team-591309
Project Name	Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis
Maximum Marks	4 Marks




## 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


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- 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

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problem

How might we [your problem statement]?


User needs a data-driven framework for service expansion/innovation using exponential analysis, forecasting local dynamics, resource optimization, and risk mitigation.

**Key rules of brainstorming**  
To run an smooth and productive session

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

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

 10 minutes

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**Person 1**

- Facilitated team ideation
- Advanced analysis to insights
- Resource matching

**Person 2**

- Targeted idea integration
- Theme development

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## 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 each drawing



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## 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 note browser canvas them



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.



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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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