

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18 October, 2023
Team Id	Team-591086
Project Name	A Sleep Tracking app for better a better night's rest
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.

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.

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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

📄

resource
What features are we going to include in our sleep tracking app?

🧠

Key rules of brainstorming
To run an smooth and productive session

🗣️ Stay on topic.

💡 Encourage wild ideas.

🚫 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.



Need some inspiration?
Use a facilitator version of this template to inspire your team.

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Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

Vishesh Kumar Bhatia

Track sleep quality in circular progression.

Alert the user when the wake up about his/her sleep time.

Signup/ Login

Megha Kulkarni

Notification about user's remaining hours of sleep.

Track sleeping hour of an user.

Social media to share quality sleep data.

Vishesh Jadhav

Graph of users sleeping trends.

Suggestion about how to improve sleeping habit.

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.

🕒 30 minutes

Track sleep quality in circular progression.

Notification about user's remaining hours of sleep.

Alert the user when the wake up about his/her sleep time.

Signup/ Login

Track sleeping hour of an user.

Suggestion about how to improve sleeping habit.



Step-3: Idea Prioritization



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 screens to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **Wag** on the keyboard.

