

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|--|
| Date | 17 October 2022 |
| Team ID | 590943 |
| Project Name | ChatConnect - A Real-Time Chat And Communication App |
| 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://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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.

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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

PROBLEM

How might we [your problem statement]?



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.

Async brainstorming

A brainstorm method tailored for async collaboration

INTRODUCTION

Design an inclusive and effective brainstorm with this template tailored for async collaboration. These activities are great when calendars are packed, participants can't meet live because of time zone conflicts, or when you just want to give collaborators more time to think about their ideas.



AGENDA

- 1 Define your problem statement
- 2 Brainstorm
- 3 Group ideas
- 4 Prioritize

PREPARATION FOR ASYNC WORK

Before sharing this mural with collaborators, review the facilitation recommendations for async projects. Then, define the problem statement and fill out section 1.

Provide collaborators with a timeline for each phase of the brainstorm — then explain the activity checkpoints below. Consider recording a quick explainer video, if collaborators are unfamiliar with async collaboration.



ACTIVITY CHECKPOINTS

Add your profile picture here to help track the team's progress. After you finish an activity, move your avatar below.

Tip

You can easily add your profile image by right-clicking your avatar in the lower part of the mural — selecting the option "copy image".

Left-click any part of the mural and paste the image with ctrl (cmd) + v. Hello!

Starting point - I have read the problem statement

Add your avatar here

Brainstorm completed - I'm ready for grouping ideas

Move your avatar here

Group ideas completed

Move your avatar here

Goal reached - I have finished the prioritize step

Move your avatar here

Share your feedback

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.

How Might We make the people stay connected with their friends and relatives and also make the their conversation easier,simpler and faster?

Give a brief overview or record a team of the project



2 Brainstorm

Write down any ideas that come to mind that address your problem statement. Remember, the key rules of brainstorming are:

Advice

- Defer judgment
- Go for volume
- Build on the ideas of others
- Stay on topic
- Encourage wild ideas
- Be visual

PRO TIP: Select a sticky note and click the pencil icon in the menu to sketch.



3 Group ideas

The facilitator should group all the ideas from the brainstorming process (step 2). After that, you should add your opinions by adding arrows to point ideas into other groups and sticky notes and icons to share your thoughts.

PRO TIP: This is a great place to use color coding. You can change the color of multiple sticky notes at once.

Devendra

AI Content Integration on all content marketing channels

Marketing Automation

News and Video Data

Vikram

Privacy and Security

Language Translation

Group Chat Enhancements

Shajeth

Chat Room Discrepancy

Office Messaging Support

Meeting Training and Learning

Thavanesh

AI Content Integration

Marketing Automation

News and Video Data

4 Prioritize

The facilitator should copy and paste the groups from step 3 into this area and setup the vote details.

Let's vote! Add a vote on sticky notes you think are a high priority. You can also add your vote to an entire group.

