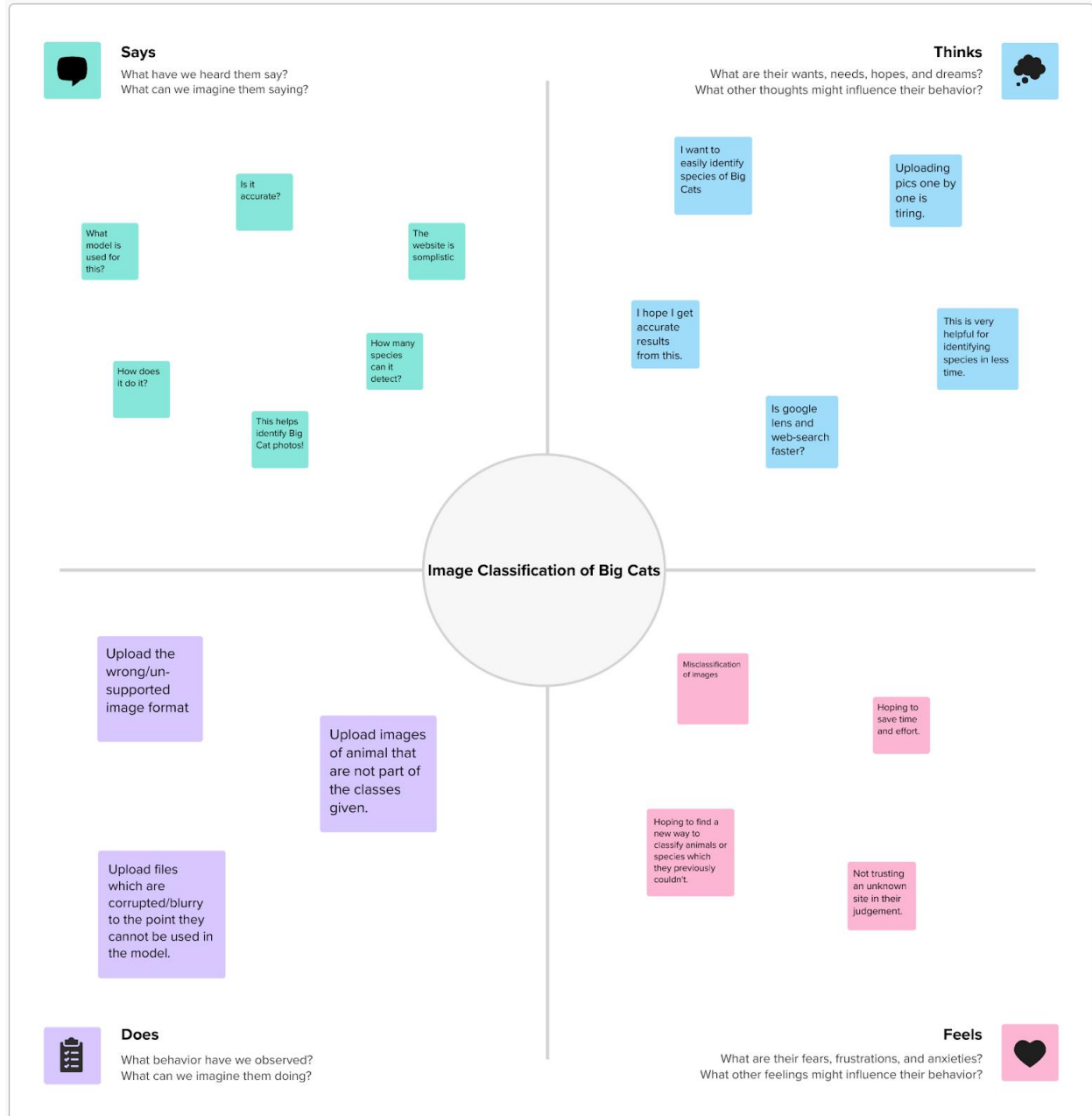



# IDEATION Phase

## Empathy Map Canvas



# Ideation & Brainstorming



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions as your team generates their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. Mind map capture
- 2. Team collaboration
- 3. Idea synthesis & prioritization

### 1 Define your problem statement

What problem are you looking to solve? How can you solve it? Use this template to capture the ideas and ideas of your team.

1. Problem statement

2. Solution

### 2 Brainstorm

What ideas do you have for solving the problem? Use this template to capture the ideas and ideas of your team.

1. Problem statement

2. Solution

### 3 Prioritize

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### 4 After you collaborate

What ideas do you have for solving the problem? Use this template to capture the ideas and ideas of your team.

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