

Ideation Phase

Brainstorm & Idea Prioritization Template

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

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

➔

1

Team gathering

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

➔

2

Set the goal

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

➔

3

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

Given an input image, the task is to automatically generate a descriptive and coherent natural language caption that accurately describes the content and context of the image. The generated caption should effectively convey what is happening in the image, including objects, actions, and any other relevant details, such as location or the relationships between objects.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

1

Stay in topic.

2

Defer judgment.

3

Go for volume.

4


Encourage wild ideas.

5

Listen to others.

6

If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example ➔

Step-2: Brainstorm, Idea Listing and Grouping

Priyanka

Clearly articulate the problem or objective you want to address through brainstorming. This could be anything from finding a solution to a specific problem, generating new product ideas, or planning an event.

As ideas emerge during the brainstorming session, write them down on a whiteboard, sticky notes, or a digital platform. Ensure that every idea is captured, no matter how wild or unconventional it may seem.

If you're working in a group, assemble a diverse team with various backgrounds, skills, and perspectives. Diversity can lead to more creative ideas.

NGT is a structured method that combines individual idea generation with group discussion and ranking. Participants silently generate ideas, share them, and then collectively prioritize and evaluate each idea.

Charmi.

In brainstorming, it's helpful to differentiate between divergent and convergent thinking. Divergent thinking encourages the generation of many creative ideas (brainstorming phase), while convergent thinking involves selecting the best ideas and organizing them (idea grouping phase).

Try silent brainstorming for a change. Participants write down their ideas individually on sticky notes or in a shared document. This reduces groupthink and allows everyone to contribute without interruption. Afterward, group and discuss the ideas collectively.

In brainstorming, participants write down their ideas on a piece of paper and pass it to the next person who builds upon the idea or creates a new one. This technique can be particularly useful for fostering creativity in a structured manner.

Split the brainstorming process into two steps. In the first step, focus solely on idea generation without evaluation or discussion. In the second step, group and evaluate the generated ideas.

Kartheek

After the initial brainstorming phase, group similar ideas together. This can be done by identifying common themes, concepts, or shared characteristics among the ideas.

Share the refined ideas with a broader audience or stakeholders and gather feedback. This step can help refine the ideas further and identify potential issues or improvements.

Assess the grouped ideas based on criteria relevant to your objective. You can use methods like the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), decision matrices, or simple voting to prioritize the most promising ideas.

Select the top ideas that align best with your objectives and work on developing them further. This might involve refining the concepts, creating prototypes, or conducting feasibility studies.

Ganesh

Once you've chosen the best idea(s), create an action plan for implementation. This may include assigning responsibilities, setting timelines, and securing the necessary resources.

Keep in mind that brainstorming and idea listing is often an iterative process. If the initial ideas don't meet your objectives, return to the brainstorming phase and repeat the process with a fresh perspective.

After implementing the ideas, continuously monitor and evaluate their performance. Be open to making adjustments and refinements based on real-world feedback.

Remember that the effectiveness of this process relies on creating a safe and open environment for idea generation and collaboration. Encourage all participants to contribute and foster a culture of innovation within your team or organization.

[See an example](#)

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 own criteria to rank ideas, or they can use the criteria provided. The facilitator can also provide a ranking key to help guide the team.

