

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID14671
Project Name	E-Commerce
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template: – E-commerce


The Brainstorm & Idea Prioritization stage is a key part of the e-commerce project's ideation phase. It focuses on generating multiple innovative ideas and identifying the most impactful solutions to improve the online shopping experience, increase sales, and solve marketplace challenges. This process promotes open collaboration, allowing every team member to contribute ideas freely, ensuring that different perspectives and insights are included.


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




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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Template





Brainstorm & idea prioritization

To effectively brainstorm and prioritize ideas for an e-commerce project, start by generating a comprehensive list of potential ideas, then evaluate their feasibility and value using a prioritization matrix


 10 minutes to prepare

 1 hour to collaborate

 2-8 people recommended


**1**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm. Define your problem statement

 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.

Step-2 Idea Prioritization



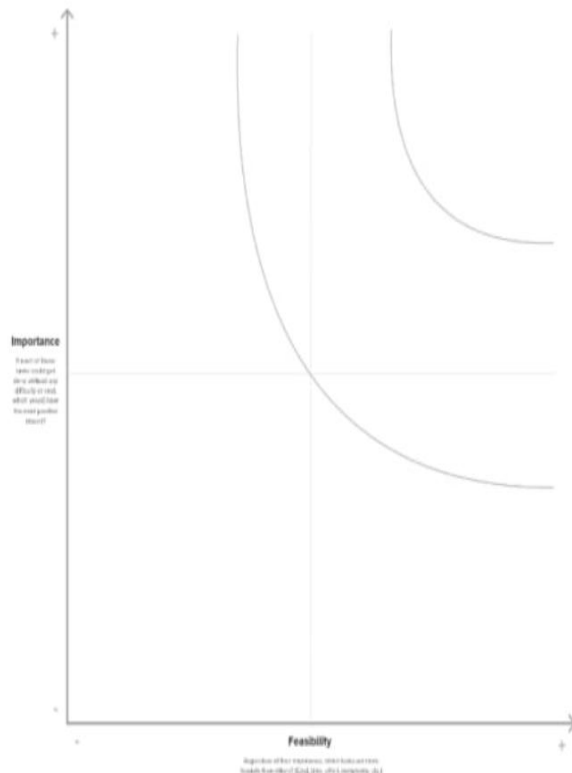
Prioritize

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 own notes to place ideas on the grid. The facilitator can control the pace by using the time guide located in the **Key** on the keyboard.



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 →](#)