

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 October 2023
Team ID	NM2023TMID10689
Project Name	Food tracking system
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 Rapidly and productive session.

[Open article](#)

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

Traditional supply chains often struggle to provide real-time visibility into the origin, quality, and safety of food products.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgement.

Listen to others.

Go for volume.

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

15 minutes

Tip
You can create a sticky note and use it for your ideas. It's easy to move it around!

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence to label it. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

subanesh kumar

sajin

Rebin

Difficult to
quality
measure

Delay for
identify
issues

Health
hazards

Economic
losses

struggle to
visible
origin

Not
guarantee for
safety of
food

struggle to
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Step-3: Idea Prioritization

4

Idea Prioritization

Your team should all use the same page and use what's important. Working towards placing your ideas on this grid to determine which ideas are important and which are less important.

20 minutes

