

## Ideation Phase

### Brainstorm & Idea Prioritization Template

TEAM ID	NM2023TMID00209
DOMAIN NAME	DIGITAL MARKETING
PROJECT NAME	HOW TO CREATE A YOUTUBE AD CAMPAIGN

### 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

#### 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.

[Open article](#) →

### 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

The restaurant struggles with maintaining consistent quality across its diverse menu, leading to occasional customer dissatisfaction.

#### 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: Brainstorm, Idea Listing and Grouping

**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
10 minutes

**Group Ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.  
20 minutes

**Brainstorm Ideas:**

- Sugih Baruti T**
  - What is the problem?
  - What is the solution?
  - What is the impact?
- Burya S**
  - What is the problem?
  - What is the solution?
  - What is the impact?
- Sivashidi C**
  - What is the problem?
  - What is the solution?
  - What is the impact?
- Puoverson B**
  - What is the problem?
  - What is the solution?
  - What is the impact?

**Grouped Ideas:**

- What is the problem?
- What is the solution?
- What is the impact?
- What is the problem?
- What is the solution?
- What is the impact?
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- What is the impact?

## Step-3: 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

**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 PDF or PNG 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 →

**Share template feedback**

**Importance**  
If each of these ideas can be done without any difficulty or cost, which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

## Reference:

<https://app.mural.co/t/coffeeshop7785/m/coffeeshop7785/1698387582520/7741601c4cd202710245ae4e651018a9581c8b23?sender=uc4454d34f55e47d3304c823>