

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	18-Oct-23
Team ID	NM2023TMID03329
Project Name	Create Brand Name, Brand Mail and Brand Logo in Canva
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.

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

Template



Henlein Watches

Watches have long been more than just timekeeping devices; they are a fusion of functional precision and timeless fashion. Beyond their essential role in telling time, watches serve as both utilitarian tools and stylish accessories.

- ⌚ 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 2-6 people recommended

Define your problem statement

Watches are extraordinary creations that bridge the realms of timekeeping, artistry, and engineering. Over the centuries, they have evolved from rudimentary sundials to intricate mechanical masterpieces, marking the passage of time with precision and style.

Challenge

How can we address the environmental impact of watch manufacturing and disposal, while still meeting the demand for stylish and functional timepieces in an increasingly conscious world?

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.

Need some inspiration?

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

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Mechanical movements, powered by intricate gears and springs, offer a sense of tradition and craftsmanship, while quartz movements provide reliable accuracy.

Tip

Whether it's a classic dress watch, a rugged dive watch, or a high-tech smartwatch, there's a watch for every occasion.

Sulajprakash G

They come in various styles, including analog and digital, and offer diverse functionalities. Watches can be powered by mechanical movements, quartz crystals, or even be smartwatches that integrate with digital technology.

Naveen Kumar M

They serve not only as timekeepers but also as fashion accessories and status symbols. The history of watches dates back centuries, evolving from simple time-telling devices to intricate pieces of craftsmanship.

Hathuran S

Watches are fascinating devices worn on the wrist or around a pocket. They come in various styles, including analog and digital, and offer diverse functionalities. Watches can be powered by mechanical movements, quartz crystals, or even be smartwatches that integrate with digital technology.

Gopi S

The history of watches dates back centuries, evolving from simple time-telling devices to intricate pieces of craftsmanship. Today, they continue to blend tradition with modern technology, catering to a wide range of preferences and needs.

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Group ideas

Watches, those tiny companions on our wrists, are the harmonious blend of art, engineering, and time. They're not just instruments to measure the hours and minutes; they're a reflection of our style, taste, and sometimes, our aspirations.

Tip

Watches, those tiny companions on our wrists, are the harmonious blend of art, engineering, and time.

Sulajprakash G

The history of watches is a tapestry woven with the threads of human ingenuity, craftsmanship, and innovation. The late 20th century brought digital watches with LED or LCD display.

Hathuran S

From the elegant pocket watches of the 18th century, which adorned the waistcoats of gentlemen, to the wristwatches that became symbols of practicality and style in the 20th century, the watch industry has undergone profound transformations.

Naveen Kumar M

The introduction of quartz movements in the 20th century brought unprecedented accuracy and affordability, revolutionizing how we perceive and use timepieces.

Gopi S

Today, the watch landscape includes a diverse array of options, from classic analog watches that stand as timeless fashion statements to modern smartwatches that seamlessly connect us to a digital world.

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Step-3: Idea Prioritization



Prioritize

The history of watches is a fascinating journey through time and technology. Here's a concise overview: **Early Sundials and Water Clocks:** The concept of measuring time dates back thousands of years. Early civilizations used sundials and water clocks to estimate time during the day and night. **Mechanical Clocks:**

Tip

The development of mechanical clocks in medieval Europe led to more accurate timekeeping. These early clocks were large and mainly found in churches and public places.

