

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 April 2023
Team ID	NM2023TMID00055
Project Name	Project - Pixel Perfection: Transforming your photos with our cutting-edge image editing platform
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

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

🗨️ Share template feedback

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

How to transform the images without losing original quality??
Certain image file formats can't be uploaded

Key rules of brainstorming

To run an 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

2

Brainstorm

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

🕒 10 minutes

Perumal

Advanced color correction and grading tools to use

users may feel skeptical about the transformed images

some websites may not support certain file formats

Vishal

We give simple User-friendly interface

we need to think about the security of the image

users to easily post and share their edited photos

Santhosh

we need to provide Cloud storage

online making it easy to share and work on projects with others.

Allowing users to fine-tune colors to create unique visual styles.

Govindarajan

Integration with social media platforms

interface makes easy for both beginners and professionals to use.

Website is not responsive and doesn't have mobile version

Vignesh

fear of uploading image because of trust issue

reduce the image quality during uploading process

websites take long time to upload images

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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize and categorize important ideas as themes within your mural.

Transforming Images

Advanced color correction and grading tools to use

Allowing users to fine-tune colors to create unique visual styles.

Fear of Security

we need to think about the security of the image

fear of uploading image because of trust issue

Easy to share

Integration with social media platforms

users to easily post and share their edited photos

Problem Statement

websites take long time to upload images

some websites may not support certain file formats

Website is not responsive and doesn't have mobile version

reduce the image quality during uploading process

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

