

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	20.10.2023
Team ID	NM2023TMID09697
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Your brand logo should visually represent your brand personality, using colors and symbols that convey your message. Canva's user-friendly platform allows you to seamlessly design these elements, ensuring consistency throughout. Seeking feedback and refining your choices are crucial steps before finalizing your brand identity within Canva. Ultimately, your brand identity should resonate with your target audience, making a lasting impression in the competitive market




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 happy and productive session.

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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


How might we (your problem statement)?


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

[illegible]

Step-3: Idea Prioritization

1

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 intuition to decide if an idea seems worth adding to the grid. The moderator can facilitate the team by asking the team whether adding the idea is truly a priority.

