

Ideation Phase

Brainstorm & Idea Prioritization

Date	19 October2023
Team ID	NM2023TMID06472
Project Name	Project –Building A Website Using Canva

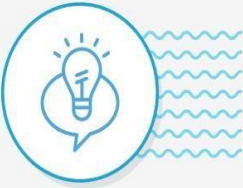
Brainstorm & Idea Prioritization :

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.

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


Template





Brainstorm & idea prioritization

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 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.

Open article



Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

TIP



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

YOKESH

Assign one team member the role of leading the research and ideation phase. This person is responsible for gathering information, market research, and understanding the project's context.

They should also oversee the brainstorming session and ensure that all ideas are well-documented

During the team meeting, have each member share their ideas one by one. Encourage them to be open and creative, and ensure that everyone has an opportunity to speak

GOVERTHANAN

After the brainstorming session, gather all the generated ideas and list them.

As a team, define the criteria for evaluating and prioritizing the ideas. Each team member can provide input on what criteria they think are most important

Consider using a voting system where each member allocates a certain number of points to their top ideas

ARULPRAKSH

Engage in a group discussion where team members discuss the merits of each idea and why they scored them a certain way

Encourage open and constructive dialogue. Allow team members to express their concerns, suggest improvements, and build consensus

Have a discussion where each member shares their thoughts on the ideas and scores or ranks them based on the agreed-upon criteria

RAMKUMAR

After the discussion and evaluation, identify the top ideas that receive the highest scores and align best with your project goals

Ensure that the selection process involves consensus and is not just a numerical ranking

Collaboratively create an action plan for the selected ideas. Define the steps required for implementation, assign responsibilities, and set a timeline

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

Fashion E-Commerce Website Redesign:

Redesign or create a fashion e-commerce website that offers clothing and accessories for men, women, and kids. The project involves researching e-commerce trends, brainstorming design improvements, prioritizing ideas, and developing an action plan for implementation.

Sustainable Fashion Awareness Campaign

Create an awareness campaign promoting sustainable and eco-friendly clothing choices for all age groups. This project includes researching sustainable fashion practices, conceptualizing the campaign, prioritizing impactful ideas, and developing an action plan for campaign execution.

Virtual Fashion Show Event

Organize a virtual fashion show event featuring clothing for men, women, and kids, with a focus on entertainment and e-commerce. The project entails researching virtual fashion show best practices, brainstorming the event concept, prioritizing key features, and creating an action plan for event organization, including content creation and marketing.

Step-3: Idea Prioritization

