

Ideation Phase

Brainstorm & Idea Prioritization Template

Project Name	Snack Squad: A Customizable Snack Ordering and Delivery App
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. 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.

Reference: {

https://drive.google.com/file/d/1UrWVm8NyqA_gJp2tFHadhLftsJwAX58/view?usp=sharing }

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**
 Figure out the problem you'd 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](#) →

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

People who order food are always frustrated that there is no way to customize their orders. How might we build an app that lets users create a custom order of food that meets their needs and preferences?

Key rules of brainstorming

To run a smooth and productive session:

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

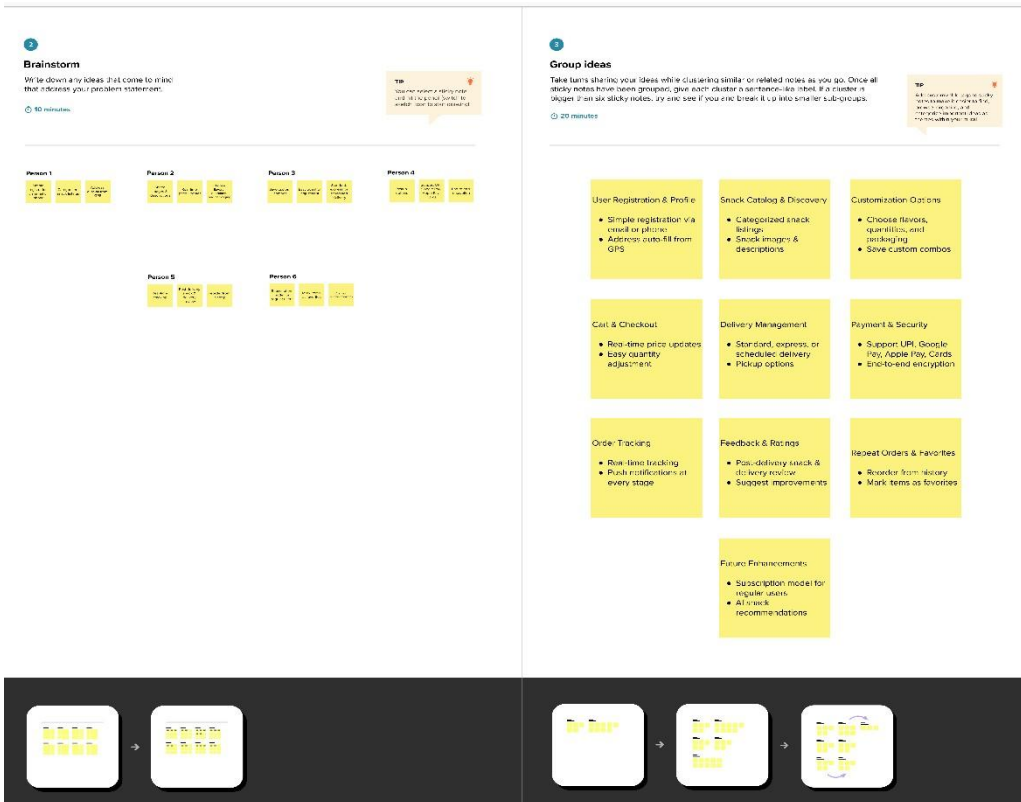


Need some inspiration?

Get a fresh vision of how versatile the ideation tool can be.

[Open examples](#) →

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

