

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date :	18 March 2023
Team ID:	NM2023TMID10687
Project Name Project	Unearthing the Environmental Impact of Human Activity: A Global CO2 Emission Analysis
Maximum Marks	5 Marks

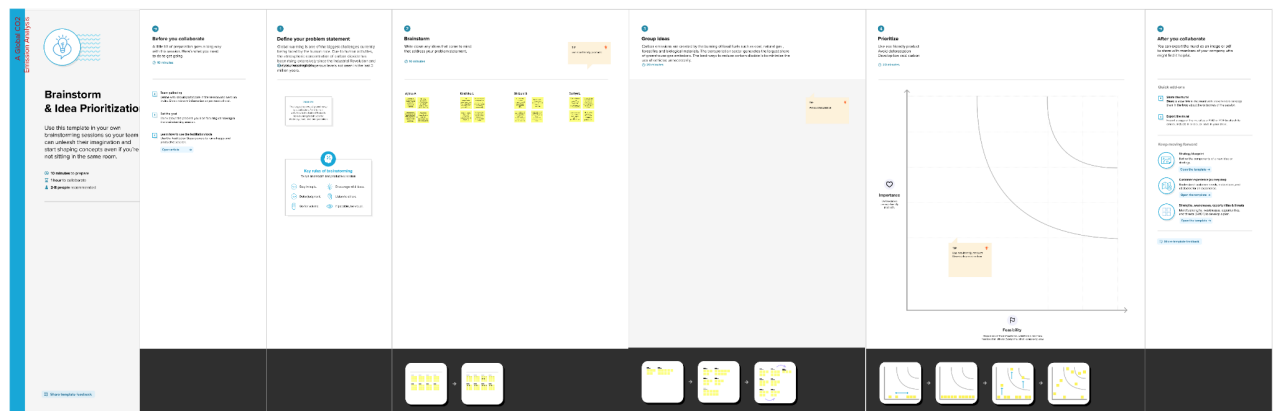
#### Brainstorm & Idea Prioritization Template:

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.


Reference:

<https://app.mural.co/invitation/mural/ssbdataanalyticsusingtableau3475/1678630604993?sender=u6f86f48fb7a471e2f2d40108&key=eaeef211-146e-4ad6-a4df-9b75a17ac689>



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

A Global CO2  
Emission Analysis



## 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

1

### Define your problem statement

Global warming is one of the biggest challenges currently being faced by the human race. Due to human activities, the atmospheric concentration of carbon dioxide has been rising extensively since the Industrial Revolution and **it's staying near that dangerous level** not seen in the last 3 million years.

PROBLEM

The largest source of greenhouse gas emissions from human activities in the United States is from burning fossil fuels for electricity, heat, and transportation.

2

### 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

3

### Brainstorm

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

10 minutes

4

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

5

### Brainstorm

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

10 minutes

6

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

7

### Brainstorm

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

10 minutes

8

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

9

### Brainstorm

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

10 minutes

10

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

11

### Brainstorm

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

10 minutes

12

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

13

### Brainstorm

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

10 minutes

14

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

15

### Brainstorm

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

10 minutes

16

### Group ideas

Carbon emissions are created by the burning of fossil fuels such as coal, natural gas, liquid petroleum, and nuclear power. The transportation sector generates the largest share of greenhouse gas emissions. The best way to reduce carbon dioxide is to improve the use of vehicles and infrastructure.

10 minutes

Step-3: Idea Prioritization

4

Prioritize

Use eco-friendly products  
Avoid deforestation  
Develop low cost carbon

20 minutes

Impertance

Deforestation  
eco-friendly  
products

Tip

Use eco-friendly products  
Develop low cost carbon

Feasibility

Regularity of real opportunities which have no more  
trouble than others? (Just time, which company, etc.)

5

After you collaborate

You can export the mural as an image or pdf  
to share with members of your company who  
might find it helpful.

Quick add-ons

Share the mural

Share a view link to this mural with stakeholders to keep  
them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to  
emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint

Define the components of a new idea or  
strategy.

Open the template

Customer experience journey map

Understand customer needs, emotions, and  
activities for an experience.

Open the template

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities,  
and threats (SWOT) to develop a plan.

Open the template

Share template feedback