

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 October 2023
Team ID	NM2023TMID07524
Project Name	Path To Prosperity: A Comprehensive Analysis Of Financial Independence Based On Data Taken From Reddit
Maximum Marks	4 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.

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

Brainstorm & Idea prioritization

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-works 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](#)

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 iterations.

10 minutes

[Article](#)

Aquatic Insights: Cognitive, Perceptual, Motor, Personality Analysis

20 minutes

Key rules of brainstorming
To run an smooth and productive session

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

Need some inspiration?

Take a virtual session online, anytime, to brainstorm your ideas.

[View example](#)

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!

Aravind

Financial independence
Investment strategies
Retirement planning
Financial management tools

Flavian

Quality control
Independent research
Steady analysis
Strategic foresight

Anirudh

Data Collection
Model building
Optimize data
Dashboard-based visualization

Maheesh

Financial independence
Analyze the market
Classify people
Financial value estimation

3

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 on frames within your mural.

1. Data Collection:

- Utilize web scraping tools or Reddit's API to collect data from relevant subreddits (e.g., r/financialindependence, r/personalfinance) that discuss financial independence.
- Gather data on user posts, comments, and engagement metrics.

2. Data Preparation:

- Clean and preprocess the data, removing duplicates, irrelevant content, and spam.
- Anonymize and protect user privacy, complying with data privacy regulations.
- Extract relevant features, such as user demographics, financial goals, investment strategies, and challenges.

3. IBM Cognos Integration:

- Import the cleaned data into IBM Cognos for analysis.
- Utilize IBM Cognos' data modeling capabilities to create a structured database.

4. Data Analysis:

- Perform sentiment analysis to gauge the overall sentiment of discussions regarding financial independence.
- Create dashboards and visualizations to highlight key insights about trends, popular strategies, and common challenges within the financial independence community.
- Utilize natural language processing (NLP) to identify emerging keywords, topics, and discussions.

5. User Segmentation:

- Segment users based on various criteria like age, income level, investment portfolio, and financial goals.
- Analyze how different user groups approach financial independence.

6. Trend Identification:

- Identify trends in the data related to investment strategies, passive income sources, early retirement planning, and savings habits.
- Predict future trends and emerging subtopics.

7. Benchmarking and Comparison:

- Compare Reddit discussions with established financial independence benchmarks and financial indicators.
- Assess how well Reddit users are aligning with proven financial independence principles.

8. User Engagement Analysis:

- Analyze user engagement metrics, such as upvotes, comments, and shares, to gauge the popularity and trustworthiness of advice within the community.
- Identify influential users and their contributions.

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.



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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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