

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	29 October 2023
Team ID	D2BEB57988D6DB7A0644CD0E321AD05B
Project Name	Globe Trek Insights: Navigating Global Country Data with IBM Cognos
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Reference: <https://app.mural.co/t/noqueuerushestimator3868/m/noqueuerushestimator3868/1698745309107/f810afbd808370b20a93f4f2eb6fcfbf4feec6c0?sender=u2c3ffb9629067cc9963a0330>

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

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 ➔

1

Define your problem statement

GlobeTrek Insights seeks to efficiently analyze and visualize global country data using IBM Cognos for informed decision-making and strategic planning.

⌚



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.

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 fit the pencil (click to select) icon to start drawing.

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, explore, and categorize important ideas as themes within your mural.

Person 1

IDEA 1
IDEA 2
IDEA 3
IDEA 4
IDEA 5
IDEA 6

Person 2

IDEA 7
IDEA 8
IDEA 9
IDEA 10
IDEA 11
IDEA 12

Person 3

IDEA 13
IDEA 14
IDEA 15
IDEA 16
IDEA 17
IDEA 18

Person 4

IDEA 19
IDEA 20
IDEA 21
IDEA 22
IDEA 23
IDEA 24

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 vote their favorite ideas by placing a dot on the grid. This facilitates team consensus and helps to identify the most important ideas to pursue.

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.

Importance

If each of these ideas would get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of how important, which tasks are most feasible to implement? (Cost, time, effort, complexity, etc.)

Quick add-ons

Share the mural
Share a view link to the mural with collaborators 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
Outline 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.
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