Ideation Phase Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID53843
Project Name	DATA ANALYTICS FOR DHL LOGISTICS FACILITIES
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.

Brainstorming is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption. Brainstorming is a group activity where each participant shares their ideas as soon as they come to mind. At the conclusion of the session, ideas are categorised and ranked for follow-on action.

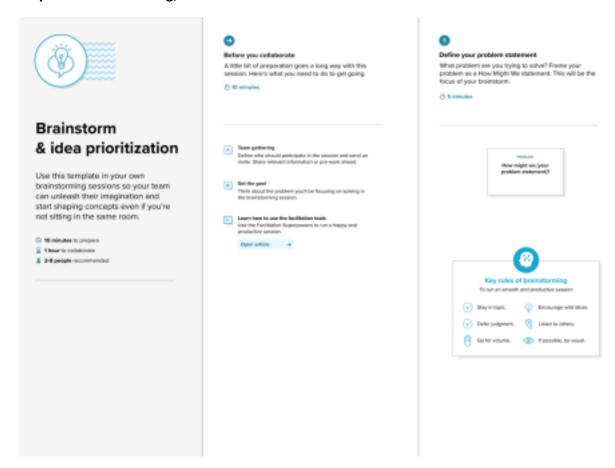
To ensure a productive session and one to which all present contribute, there are several brainstorming 'rules' -

- Encourage novel and innovative ideas, however odd they may first appear
- The quantity of ideas is more important than quality, so while ideas are shared with the group they are not discussed or criticised in detail; this is reserved for a later stage
- Build on the ideas put forward by others
- Every person and every idea has equal worth
- Each idea generated belongs to the group rather than the individual who thought of it

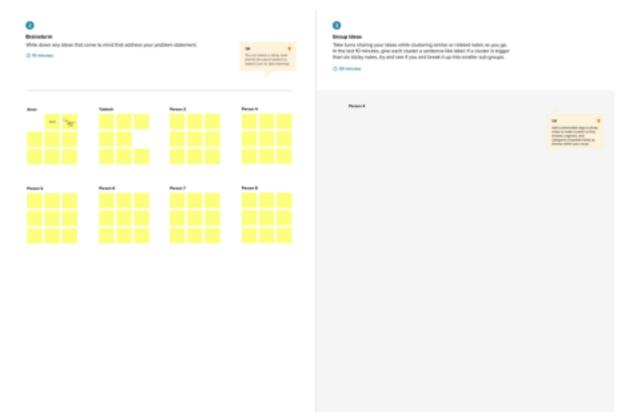
When planning a brainstorming session it is important to define clearly the topic to be addressed. A topic which is too specific can constrict thinking, while an ill-defined topic will not generate enough directly applicable ideas. The composition of the brainstorming group is important too. It should include people linked directly with the subject as well as those who can contribute novel and unexpected ideas. It can comprise staff from inside or outside the organisation.

Reference: https://www.mural.co/templates/empathy-map-canvas

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



Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

