

Ideation phase

Brainstorm and idea prioritization

Date	30 April 2023
Team ID	NM2023TMID21570
Project Name	Empowering the Future: A Literacy Rate Analysis for a Better Tomorrow.
Maximum Marks	2 Marks

Brainstorm, Idea Listing and Grouping:

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 create
- 1 hour to collaborate
- 24 people online or in-person

Before you collaborate

A little bit of preparation goes a long way. Set the context, define what you want to solve, and get everyone on the same page.

[Brainstorm](#)

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will set the tone of your brainstorm.

[Define](#)

Brainstorm

Get everyone's ideas out there to find what you have in common.

[Brainstorm](#)

Group ideas

Now that everyone's ideas are out there, it's time to group them. Use sticky notes to group ideas and then cluster them into groups.

[Group ideas](#)

PROBLEM

Literacy rate analysis is that the data used may not be reliable or may be incomplete, which can lead to inaccurate conclusions about literacy rates. For example, in some countries, literacy rates may be based on self-reported data, which may not be a reliable measure of literacy. Additionally, data may not be collected consistently across regions or over time, making it difficult to track changes in literacy rates.

Brainstorm

To address the issue of low literacy rate

Consider the cultural and social contexts

To understand the factors that contribute to literacy rate

Promoting the value of education within the community

Analyze the effectiveness of policy interventions to improve literacy rates, such as literacy programs, education subsidies, and teacher training programs.

Community involvement can be critical to improving literacy rates. Engaging parents, community leaders, and other stakeholders in the education process can help to create a supportive environment for learning and improve literacy rates.

To focus on improving education and resources through the vulnerable population

Uses a appropriate statistical methods

To identify the strategies to improve it

Using a comprehensive and reliable data

Ensuring that all individuals, regardless of their socio-economic background, have access to quality education is critical to improving literacy rates.

Lack of resources for effective policy implementation

Communicate findings effectively

There may be measurement errors in the data, which lead to inaccuracies in the analysis and conclusions

To research on the factors of low literacy rate

Encouraging reading at an early age and promoting a reading culture can help to improve literacy rates. This can include initiatives such as public libraries, book clubs, and reading campaigns.

There exists a time lag between policy interventions and impact

The objective of this analysis is to identify the factors that impact the literacy rate

Inadequate utilities for upgrading literacy rate.

Literacy is dynamic and has been undergoing changes in the past decades

Including measures such as building schools, providing teacher training, and offering financial assistance to families who cannot afford education.

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 options to add all various activity ideas. Multiple use on demand. The facilitator can coordinate and keep the team (participant) from being on the background.

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

How much of this idea would you like to see in your product? (1-5)

Feasibility

How much of this idea would you like to see in your product? (1-5)

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to help 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**
Analyze strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

[Share template feedback](#)