

Ideation Phase


Brainstorm & Idea Prioritization

Date	16 October 2023
Team ID	NM2023TMID05078
Project Name	Path To Prosperity: A Comprehensive Analysis Of Financial Independence Based On Data Taken From Reddit
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

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



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

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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-work 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 brainstorm.

🕒 5 minutes

PROBLEM

How might we provide a Path To Prosperity?
A Comprehensive Analysis Of Financial Independence
Based On Data Taken From Reddit?

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

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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!

Person 1

Financial Independence By Average Age And Gender

Average Wage By Gender

Person 2

Top Paying Occupations, Wage By Environment

Top 10 Countries By Annual Wages

Person 3

Financial Independence By Loan Debt & Housing Situation

Financial independence based on relationship status

Person 4

Top 10 countries by annual gig income

Top 10 countries by annual invest income

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 as themes within your mural.

Creating a mentorship program where successful individuals can offer guidance and support to those struggling with literacy.

Investing in teacher training and resources to improve literacy instruction in schools.

Encouraging parents and caregivers to read with their children from a young age to promote early literacy skills.

Offering adult education courses and workshops to improve literacy skills in the workforce.

Step-3: Idea Prioritization

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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.

