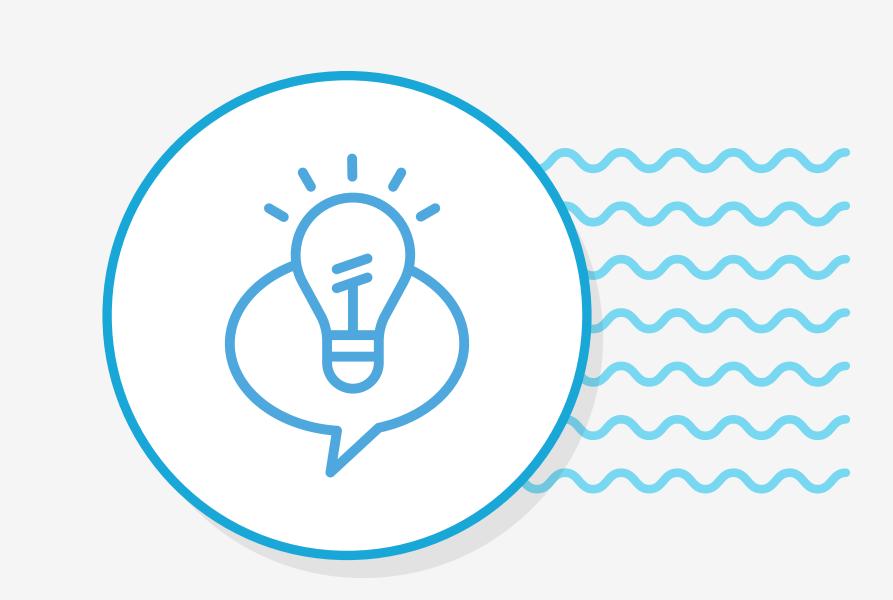
#### Ideation Phase Brainstorm & Idea Prioritization Template

Date	01 OCTOBER 2022
Team ID	PNT2022TMID02687
Project Name	A New Hint to Transportation-Analysis
	of the NYC Bike Share System
Maximum Marks	4 Marks



# & 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.

① 10 minutes



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 →



## 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 do we create a report for NYC citibike share System

## Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

If possible, be visual.



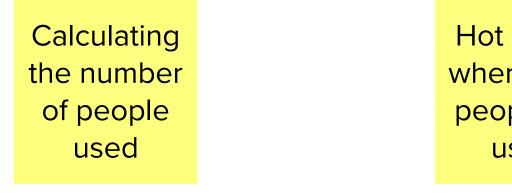
#### Brainstorm

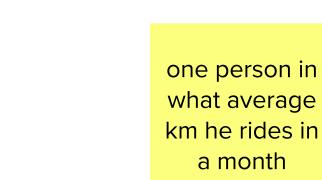
Write down any ideas that come to mind that address your problem statement.

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

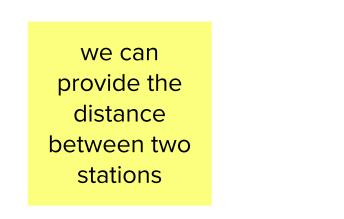
#### BALACHANDIRAN

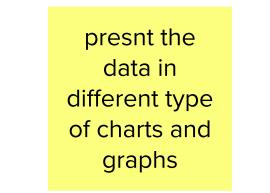


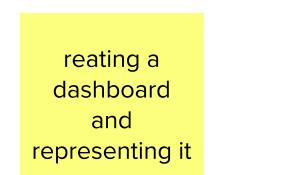


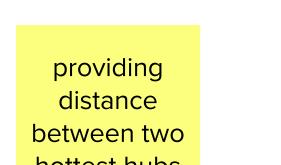
## AMURTHA VARSHINI

how many kms citi bike used overall

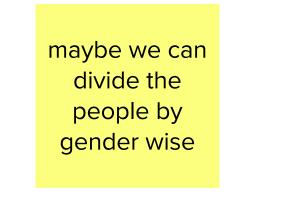


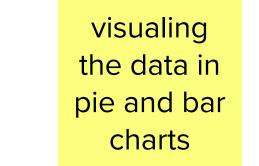




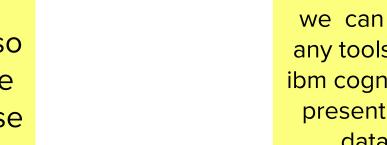


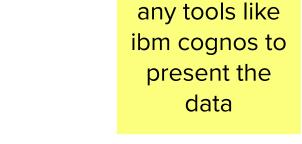
#### INBAVANAN







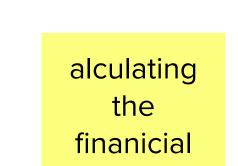




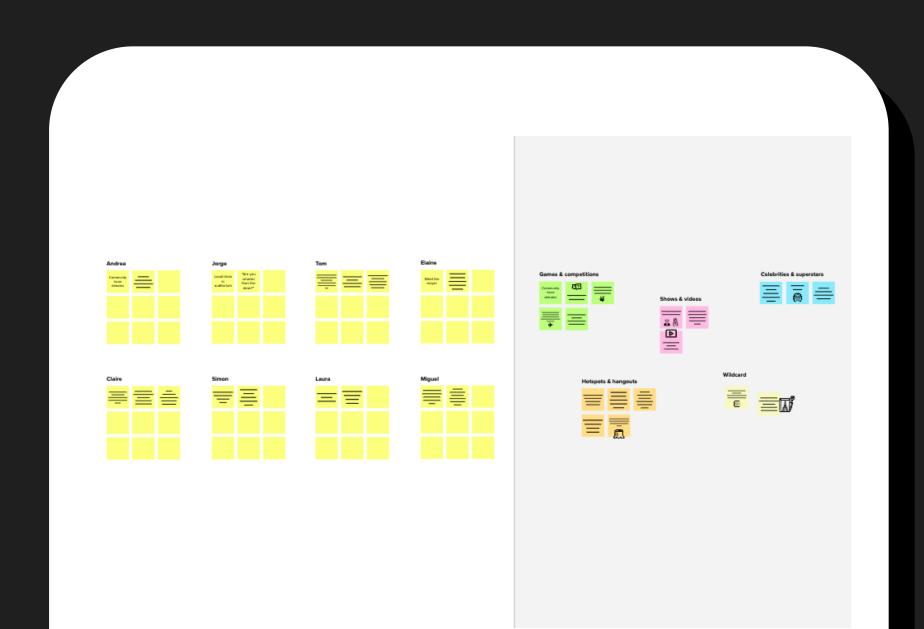


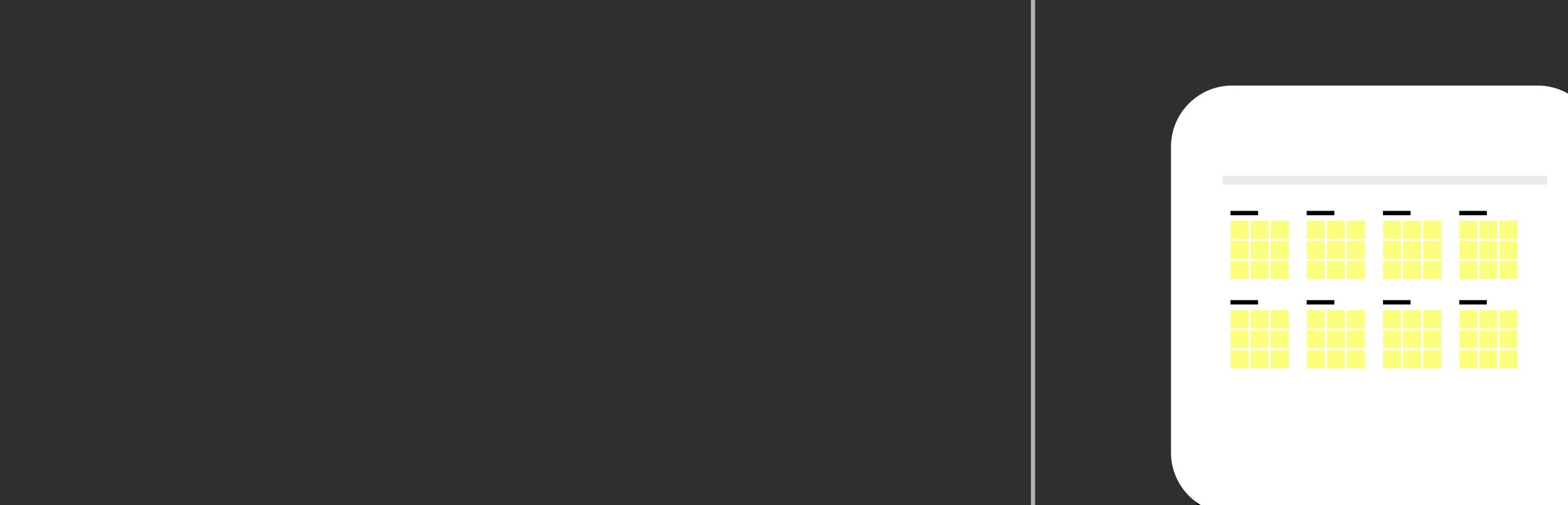
Person 8

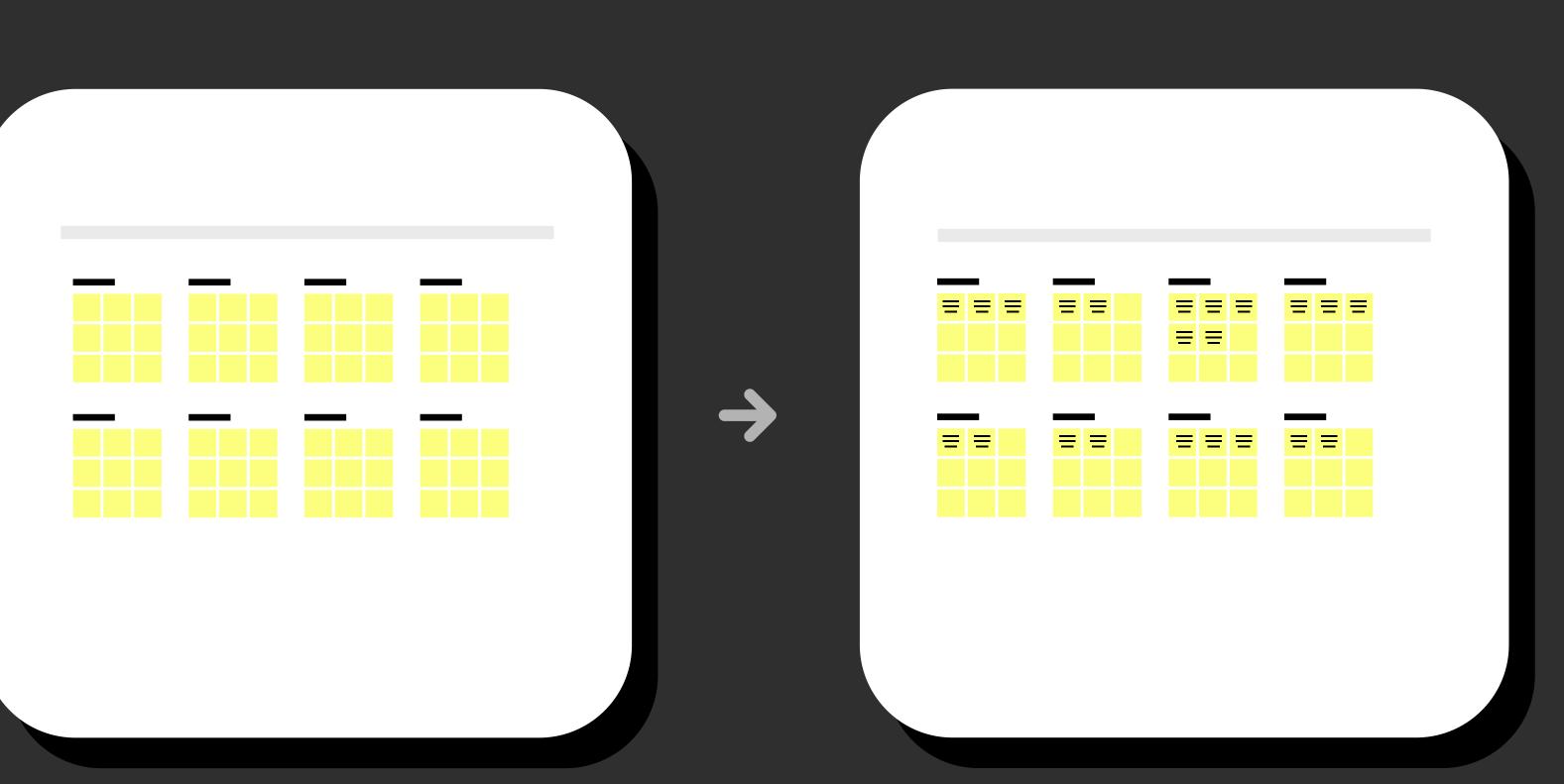










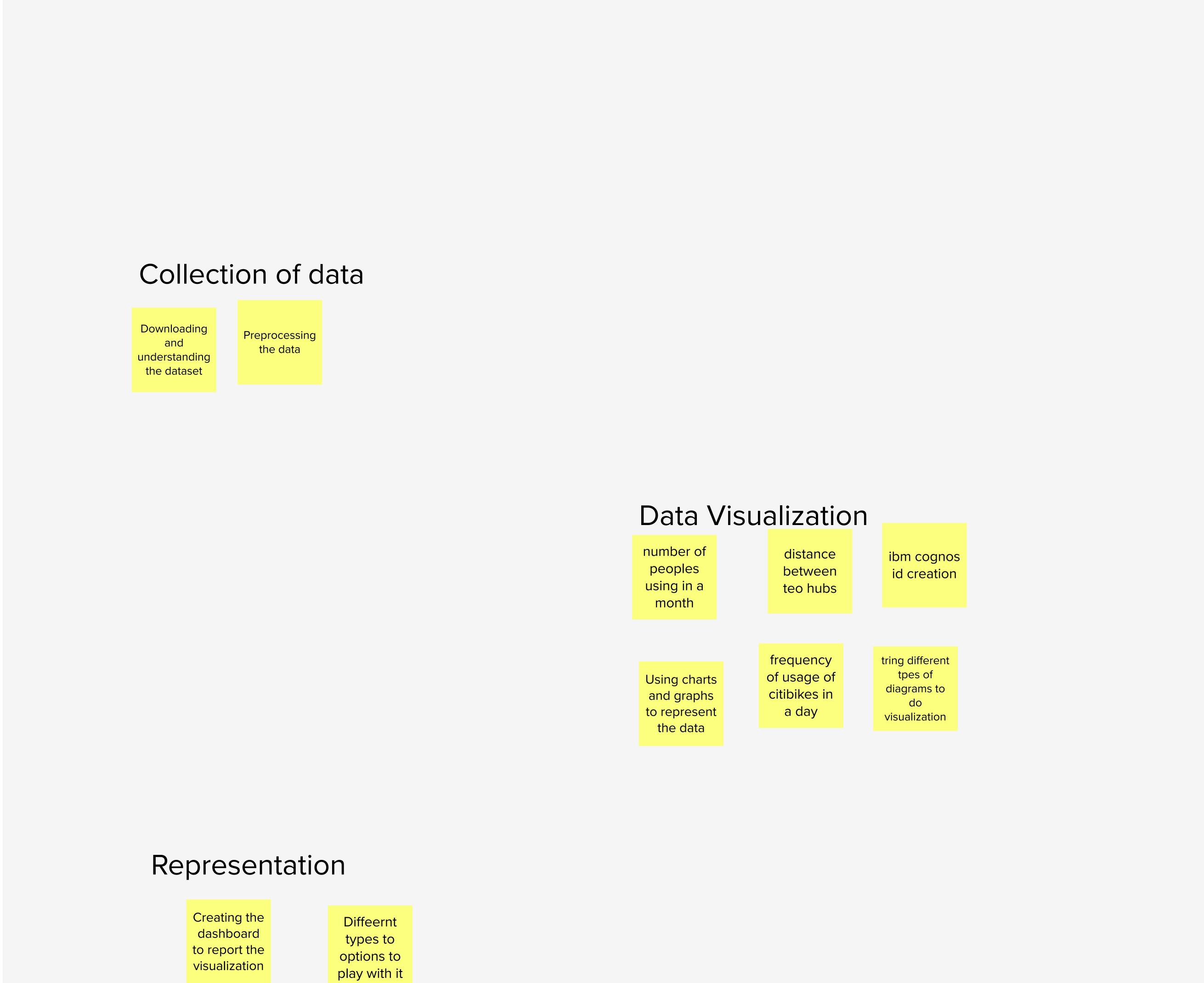




## Group ideas

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 and break it up into smaller sub-groups.

① 20 minutes





Add customizable tags to sticky

notes to make it easier to find,

categorize important ideas as

browse, organize, and

themes within your mural.

#### 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.

① 20 minutes





## 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

Share the mural

Share a view link to the mural with stakeholders 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



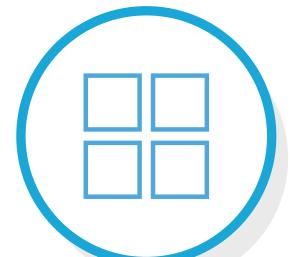
Strategy blueprint

Define the components of a new idea or



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Share template feedback

