

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 October 2022
Team ID	PNT2022TMID13004
Project Name	Project - A new hint to transportation - Analysis of the NYC bike share system Analysis of the NYC bike share system
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.

### 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

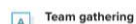
 **1 hour** to collaborate

 **2-8 people** recommended



A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 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.



Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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

How do we create an Operating Report of CitiBike for the year 2018?



### Key rules of brainstorming

To run an smooth and productive session



Encourage wild ideas.



Listen to others.



- If possible, be visual.

## Step-2: Brainstorm, Idea Listing, and Grouping

2

### Brainstorm

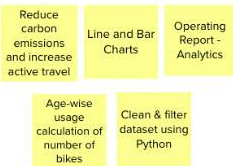
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

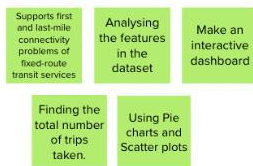
#### TIP

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

Vishnu P



Kishore M



Ashwin S



Lokesh M



3

### Group ideas

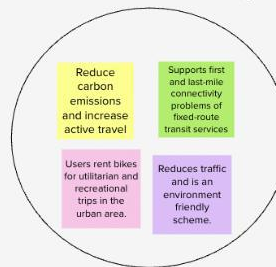
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

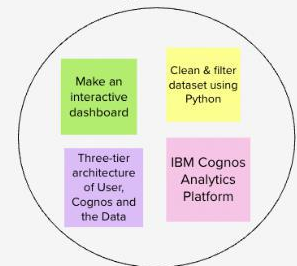
#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

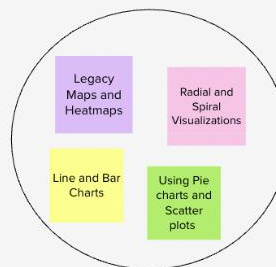
### Potential Use Cases of the Project



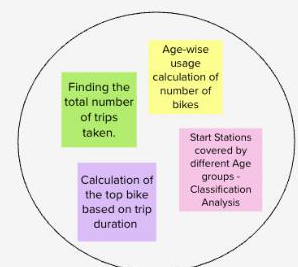
### Technology-related ideas



### Some potential Visualization types



### Some Problem Statement ideas



## 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 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.

