

IDEATION PHASE

BRAINSTROM AND IDEA PRIORITIZATION TEMPLATE

Date	17 September 2022
Project Name	Global Sales Data Analytics
Maximum Marks	4 marks

Brainstorming and 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 number 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.

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

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




Brainstorm and idea prioritization

Template




Use templates to create new murals.


Template



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



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

A

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C


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







FOCUS

How might we [your problem statement]?



Key rules of brainstorming

To run a 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

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!

Kishore ML

USER FRIENDLY	VARIETY OF VISUALIZATIONS
MORE NO OF GRAPHS	MAKES EASIER FOR ANALYZE

Praveen Jeffri

GATHER MORE DATA	MAKE MANY VISUALIZATIONS
COLLECT MORE DATASET	MAKE CONCLUSION FROM GRAPHS

Pravin raj

USE MANY VISUALIZATIONS	COLLECT ALL RELEVANT DATAS
USE MANY TOOLS	COLLECT DATAS FROM ALL DOMAINS

Kamlesh Kanna

DO MORE CALCULATIONS	MANY DATAS
MAKE MANY CALCULATIONS	GATHER MORE DATA

Step-3: Grouping

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.

COLLECT MANY DATASETS	DATA FROM DIFFERENT DOMAIN	GATHER MORE DATA
USER FRIENDLY	MAKE MANY CHARTS	MAKE MANY VISUALIZATIONS
MANY CALCULATIONS	DO MORE OPERATIONS	PERFORM COMPARISONS
DRAW CONCLUSION	ANALYZE THE CHARTS	COMPARE THE CHARTS

Step-4: 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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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.

DATA FROM DIFFERENT DOMAIN

MAKE MANY CHARTS

COLLECT MANY DATASETS

GATHER MORE DATA

DO MORE OPERATIONS

ANALYZE THE CHARTS

MAKE REGULAR UPDATES

