

## Ideation Phase


### Brainstorm & Idea Prioritization

Date	17 October 2022
Team ID	PNT2022TMID15667
Project Name	Corporate Employee Attrition Analytics
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

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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

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**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.

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#### 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

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PROBLEM

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 and Grouping

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**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
10 minutes

**MAHITHA**  
Idea 1: Create a mobile app for finding lost items.  
Idea 2: Develop a website for lost and found items.  
Idea 3: Create a social media campaign for lost items.  
Idea 4: Develop a mobile app for finding lost pets.  
Idea 5: Create a website for lost and found pets.

**LIPIKA**  
Idea 6: Create a mobile app for finding lost keys.  
Idea 7: Develop a website for lost and found keys.  
Idea 8: Create a social media campaign for lost keys.  
Idea 9: Develop a mobile app for finding lost wallets.  
Idea 10: Create a website for lost and found wallets.

**KIRTHANA**  
Idea 11: Create a mobile app for finding lost phones.  
Idea 12: Develop a website for lost and found phones.  
Idea 13: Create a social media campaign for lost phones.  
Idea 14: Develop a mobile app for finding lost laptops.  
Idea 15: Create a website for lost and found laptops.

**ASWINI**  
Idea 16: Create a mobile app for finding lost bags.  
Idea 17: Develop a website for lost and found bags.  
Idea 18: Create a social media campaign for lost bags.  
Idea 19: Develop a mobile app for finding lost shoes.  
Idea 20: Create a website for lost and found shoes.

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**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**  
You can select a sticky note and set the point points to select, lock or delete it.

**TIP**  
Add extra sticky notes to group notes to make it easier to find, organize, organize, and manage them and, then as you are editing your mind.

## Step-3: Idea Prioritization

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**Group ideas**  
It's time to bring your ideas into a common space and group them 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 extra sticky notes to group notes to make it easier to find, organize, organize, and manage them and, then as you are editing your mind.

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**Prioritize**  
Your time should be spent on the ideas that are most important. Moving forward, place your ideas on the grid so that the ideas that are most important and valuable are in the top-left corner.  
20 minutes

**TIP**  
Prioritize your ideas by placing them on the grid. The ideas that are most important and valuable are in the top-left corner.

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**After you collaborate**  
You can export the results of your ideas to get to the next step. You can also export the results of your ideas to get to the next step.

**Quick actions**  
Share the result  
Export the result to a file or a cloud storage service.  
Export the result to a file or a cloud storage service.

**Export the result**  
Export the result to a file or a cloud storage service.  
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**Keep moving forward**  
Strategy blueprint  
Create a strategy blueprint for your ideas.  
Open the blueprint.

**Customer experience journey map**  
Create a customer experience journey map for your ideas.  
Open the blueprint.

**Strengths, weaknesses, opportunities & threats**  
Create a strengths, weaknesses, opportunities & threats analysis for your ideas.  
Open the blueprint.

**Share templates**