

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|---------------------------------|
| Date | 17/10/2022 |
| Team ID | PNT2022TMID16722 |
| Project Name | Project – 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.

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 & 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

- 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

PROBLEM

How do we create a respite for NYC bike share system?

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.

🚫 Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

🎨 If possible, be visual.

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

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

10 minutes

Vasanth
Develop the business plan
Launch the product
Secure funding
Build a team
Test the market
Scale up
Monitor performance
Iterate and improve

Vignesh
Research the market
Identify the target audience
Develop a business plan
Secure funding
Build a team
Test the market
Scale up
Monitor performance
Iterate and improve

Ramath
Identify the problem
Research the market
Develop a business plan
Secure funding
Build a team
Test the market
Scale up
Monitor performance
Iterate and improve

Jeyanth
Identify the problem
Research the market
Develop a business plan
Secure funding
Build a team
Test the market
Scale up
Monitor performance
Iterate and improve

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

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

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

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

Importance

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

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Age wise usage calculation of number of bikes

Three tier architecture of user, Cognos and data

Make an interactive dashboard

IBM cognos analytics platform creation

Finding the total number of trips taken

Start stations covered by different age groups classification analysis

Clean and filter dataset using python

Calculation of the top bike based on duration

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 H key on the keyboard.

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

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

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 strategy.

Open the template →

Customer experience journey map

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

Open the template →

Strengths, weaknesses, opportunities & threats

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

Open the template →

Share template feedback