

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID01610
Project Name	Project - Crude Oil Price Prediction
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

**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.

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**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 crude oil price can be predicted? what are the ways to predict and what are the impacts?

**Key rules of brainstorming**

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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

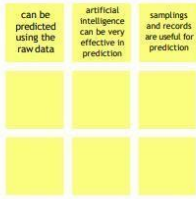
2

**Brainstorm**

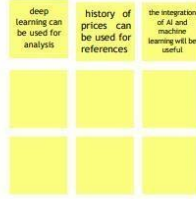
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

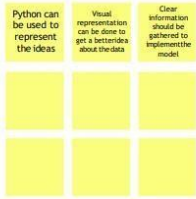
Sree Kayathri



Priyadharshini



Rajasimman



Niranjana



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

Basic level



Advanced level

**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

