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

The aim is to know fundamental concepts and can work on IBM Cognos Analytics and gain a broad understanding of plotting different graphs.

2

Brainstorm

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

10 minutes

Sagana M

- Analyse travel route by start and End station
- Recreational trips in urban area
- Maximum distance travelled by bike
- Total Duration for each Station

Khushan

- Reduce carbon emission
- Fitness by trip duration
- Number of bike not used
- User Comfortness

Shreya Hari Vishvanathan

- Bike Capacity to travel
- Find the most used End Station
- Reduces the traffic and environmental friendly
- Increase active travel

Ajay M

- Most used bikes by Start Station
- Cost Effectiveness
- Bike used by NYC residents
- Duration used by each bike

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Analysis

- Number of bike not used
- Maximum distance travelled by bike
- Bike used by NYC residents

Merits

- Reduce carbon emission
- Increase active travel
- Reduces the traffic and environmental friendly

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