## 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 Viswanathan

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

### Ajay M

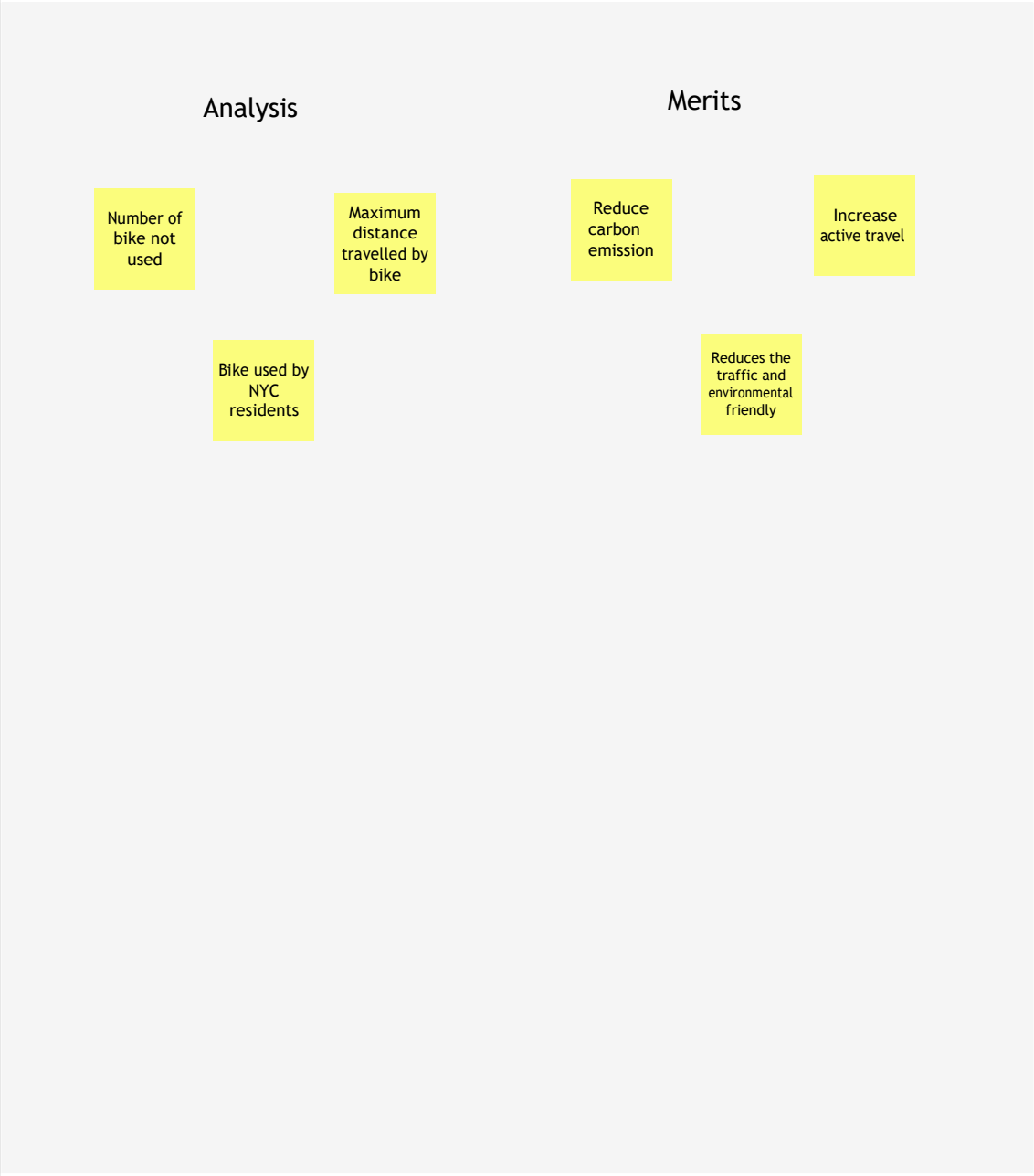| | |
|---|---|
| Most used bikes by Start Station | Cost Effectiveness |
| Bike used by NYC residents | Duration used by each bike |

## 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

**Importance**

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

- Reduce carbon emission
- Number of bike not used
- Reduces the traffic and environmental friendly
- Maximum distance travelled by bike
- Duration used by each bike

**Feasibility**

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