

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2022
Team ID	PNT2022TMID51031
Project Name	Global Sales Data 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.

Reference:

<https://app.mural.co/invitation/mural/ibmproject8761/1665382552792?sender=u6099c198f3ff5981a6690574&key=3fe3a396-46f3-4f4a-a793-77384ecd6143>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



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 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.



Need some inspiration?
Save a finished iteration 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

TIP
You can attach a sticky note and let the person directly to sticky notes to start generating

SRIRAM K	SARAVANAKUMAR K	KANTHIMATHINATHAN A	MATHESHWARAN N
Define the goal	Enrich the data	Analyse the trends	Clean the data
Meet with clients	Understand the sales value	Find insights	Deploy Machine Learning
Predict the customer analysis	Predict the product analysis	Visualize the data	Final report

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

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 plans, consider their impact and how they affect the business. Which one is the most important?

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