

## **Ideation Phase**

### **Brainstorm & Idea Prioritization**

Date	22 October 2022
Team ID	PNT2022TMID26404
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.

#### **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



#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



### 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

To improve the sales according to the customer demand and also for improvement of company growth.



#### Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.

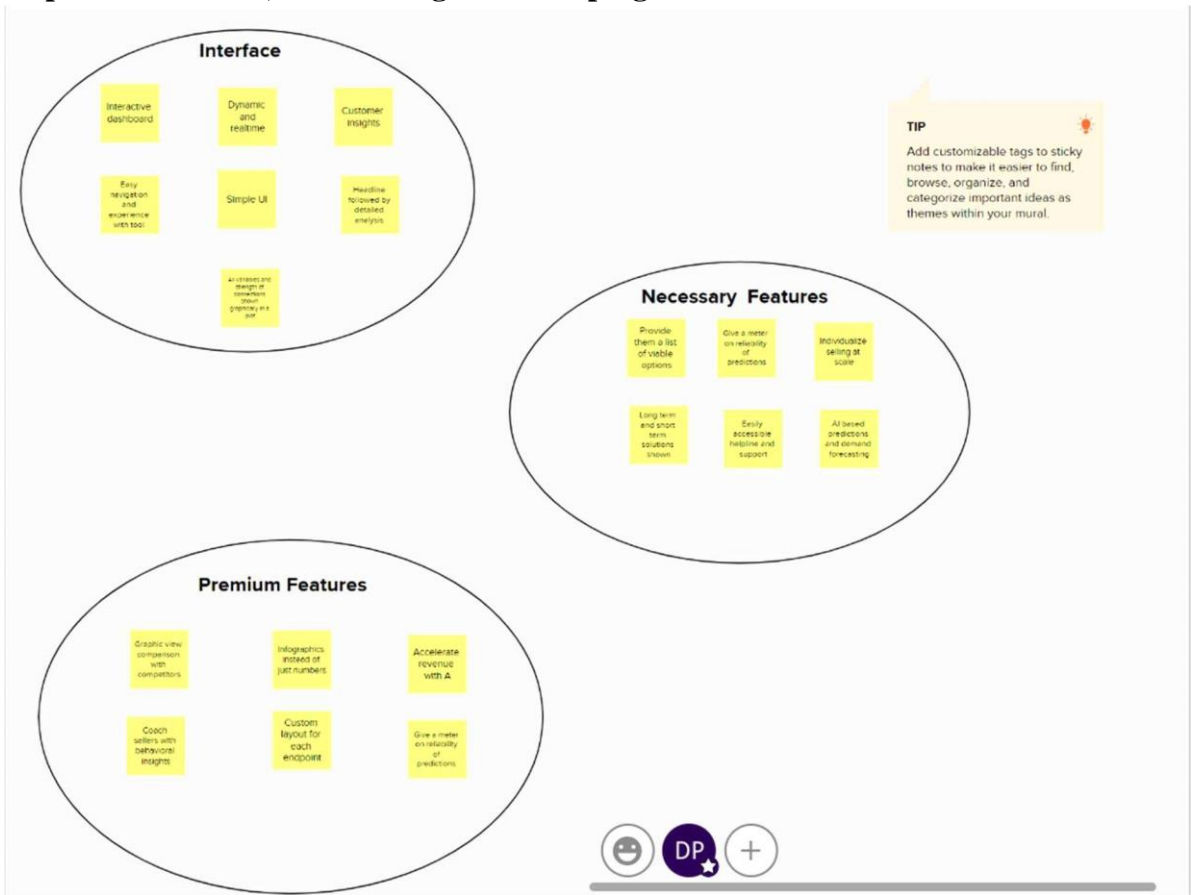


Go for volume.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

