

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25 October 2022
Team ID	PNT2022TMID17919
Project Name	Data Analytics for DHL Logistics Facilities
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.

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.

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



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.

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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

To Provide analytics to
improve the new marks and
grow the business



Key rules of brainstorming

To run an 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

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Manoj kannan

Understand the data	Explore on Source and Target location	Understand the Coordinates
Find the ways to handle the large amount of data	Optimized way to reach the target	List the ways of analysis

Sudharsan

Gather the required data	Enable automation of processes	Find cost effective ways
Identify the use cases	Require knowledge from the data	Maintain scalability

Guna Sekar

Find effective analytics methods	Ensure high reliability	Understand use of various visualization methods
Understand user problems	Understand user needs	Get inference from data available

Anantha Raman

Find a optimal solution for gaining insight	Ensure high accuracy is reached	Perform pre processing of data if needed
Understand need for analytics	Understand impacts of the results	Determine the format of the output

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 and break it up into smaller sub-groups.

🕒 20 minutes

Security and safe	Environment Issues	Needs quick service	Customer Service Is Available
Demand Fluctuations	High Customs Cost	Make Work Together	Make separate Road Line
Proper Documentation	You can take parcel	We are responsible	Customer can receive and receipt
Door step Delivery	Regular Update of Services	Economic growth of services	Negotiation with client and Customer

Step-3: Idea Prioritization

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



