

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID17956
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.


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.

Reference:

<https://app.mural.co/t/globalsalesdata7036/m/globalsalesdata7036/1663419453115/5987981e71a32f0d8dc1fd7a291baf82bd41d5b7?sender=u42669d4028dd5e713d7c4729>




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 analyze the sales data to increase profit?


Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

10 minutos

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

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

<p>Handwritten: The first of many acts</p>	<p>Handwritten: The first of many acts</p>	<p>Handwritten: The first of many acts</p>
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- **Disadvantages:**
 - **Highly sensitive to outliers**
 - **Not robust to non-normality**
 - **Not robust to heteroscedasticity**

Competitive Advantage	Broad	Narrow
	Cost Leadership Differentiation Leadership	Cost Focus Differentiation Focus
Scope	Cost Differentiation	Cost Differentiation

- **Identify the** **address** to **analyze**
- **Identify the** **address** to **analyze**
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- **Identify the** **address** to **analyze**

In the last 10 years, more than six sticky

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 can break it up into smaller sub-groups.

Add customizations to the notes to make it easier to find features, categories, and categorize important ideas and themes within your mind.

Find your time
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Findings: A 10-year-old girl with a 2-year history of seizures.

Findings: A 10-year-old girl with a 2-year history of seizures.

<p>Analysis The first of a series of papers</p>	<p>Case studies A series of articles</p>	<p>Policy in the world A magazine of articles</p>
<p>Book category</p>	<p>Journal category The Journal</p>	<p>Product category A series of articles</p>

- **Developing the product** (in-house)
- **Developing the process** (in-house)
- **Developing the material** (in-house)
- **Developing the customer** (in-house)

- **Aspirin** is the most widely used antiplatelet drug
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Step-3: Idea Prioritization

Prioritize

 20 minutes

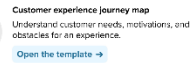


After you collaborate

A

8

Keep moving forward



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