

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID28002
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://www.mural.co/templates/empathy-map-canvas>

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 prework ahead.

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

Learn how to use the facilitator tools
Use the Facilitator Superpowers to run a happy and productive session.

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

How might we (your problem statement)?

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

KISHORE

Analysis of data	Data Mining
Sales report	Sales of every company

Genesh Karthik

Global Profit Report	Weak spots of a company
Regional sales	Predicting Future data

Farhan Ahmed

Sales Volume	Revenue details
Quarterly sales	Periodic sales

Prasanna Kumar

Sales growth	Performance of sales
Loss report	Customer data

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 can break it up into smaller sub-groups.

🕒 20 minutes

Data Mining

Sales report

Regional sales

Weak spots of a company

Sales Volume

Periodic sales

Loss report

Customer data

Step-3: Idea Prioritization

