

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID19484
Project Name	Project – 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

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

Focus on

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.

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

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

15 minutes

**Tip:** You should be working with the ideas you've written down.

**EXPANDED IDEA SET**

1. Improve the user experience	2. Increase the speed of the process
3. Reduce the cost of the process	4. Increase the accuracy of the process
5. Improve the reliability of the process	6. Increase the flexibility of the process
7. Reduce the risk of the process	8. Increase the transparency of the process
9. Improve the communication of the process	10. Increase the collaboration of the process

**SYNOPSIS**

1. Improve the user experience	2. Increase the speed of the process
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**EXPANDED PROBLEM SET**

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### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all ideas 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.


15 minutes

**EXPERTISE**




Expertise is a wide range of experience in the automotive commercial vehicle segment and engineering.

**STRATEGY**




Right strategies and tools in a place to promote your product offering.

**SYNERGY**




Synergy of capabilities of our principal base is helping us to drive the division, steering, interior system and powertrain manufacturing is unmatched in our industry.

**DEVELOPMENT**




Continuously adapting our expertise as the upfront sales effort continues to be essential for winning new programs.

**COMMUNICATION**





Key to retain and develop new customers.

**TEAM WORK**



Encouraging your needs to grow on a long term basis.





### Step-3: Idea Prioritization

