

## Ideation Phase

### Brainstorm & Idea Prioritization Template

A New Hint to Transportation-Analysis of the NYC Bike Share System

Date	19 September 2022
Team ID	PNT2022TMID19163
Project Name	A New Hint to Transportation-Analysis of the NYC Bike Share System
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

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**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

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**PROBLEM**

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.

🕒 10 minutes

Aneesh Ahmed A

Make an interactive dashboard

Using pie charts and Scatter plots

Legacy Maps and Hierarchies

Visual and some Visualizations

Visualize the dataset using python

Aniruthram K P

Finding the total number of trips

Analyzing the features in the dataset

IDM cognos Analytics

Line and bar charts

Report generate by recombiner other peers

Deepan Kumar S

Transfer architecture of analytics and ETL jobs

Users need takes for utilization

Refine carbon warehouse

Calculation of the top 100 based on trip duration

Age when make calculation of number of trips

Fayaz A

Increase active hours

Identify station covered by different age groups

Fetch on maps as accessible other peers too

Transfer to other platform to compare the status of spending mean

Recommendation IDs in the V bar charts

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 can break it up into smaller sub-groups.

🕒 20 minutes

Some potential Visualization types

Real and Spatial Visualizations

Line and bar charts

Legacy Maps and Hierarchies

Using pie charts and Scatter plots

Some problem statement ideas

Age when user calculation of number of trips

Identify station covered by different age groups

Calculation of the top 100 based on trip duration

Fetch the total number of trips

Technology-related ideas

Make an interactive dashboard

Transfer architecture of analytics and ETL jobs

IDM cognos Analytics

Line & bar charts using python

Potential usecase of the project

Reduce carbon emissions

System has not been completely problem

Users need takes for utilization

Reduce risk and as environmental friendly system

Step-3: Idea Prioritization

4

## 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

