

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 September 2022
Team ID	PNT2022TMID48377
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Reference:

<https://app.mural.co/invitation/mural/student2210/1663380593261?sender=u0644c443e5d1b496b1571515&key=b19b1a54-83a1-4b55-9351-dccc6631ec97>

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

3-6 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 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.

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We trying statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

This is where data analytics comes in. It lets you find and analyze the relevant data without too much of human-support. It's a real time-saver and has become a necessity in problem-solving nowadays. So if you don't already use data analytics in solving these problems, you're probably missing out on a lot!

Key rules of brainstorming

To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Share template feedback

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 then the pencil icon to start drawing.

ARVINDSAMY M

Youtube poll and survey
Spell check, especially for people writing in multiple languages
Predicting oil demand, oil reserve, oil price, import of coal usage
Predicting and legally manipulating elections
Sport bets
Predicting chances that a port contains a nuclear bomb

SENTHIL PANDI B

Automated translation
Common server
Making sense of unused business data
Minimize misleading revenue medals and forecast
Highlight micro mistakes
Diminish challenges in customer services

UDHAYA MOORTHY S

Predicting reproduction rate in animals populations
Predicting 500-years floods to build dams
Asteroid risks
Predicting new flu viruses to design efficient vaccines each year
Predict riots based on tweets
Predicting very local wheather

SEVUGA PERUMAL S

Automated polloting
Predicting earthquake
Computing correct average time-to crime statistics for an average gun
Make companies proactive instead of reactive
Priority of urgent
Removing the unknown

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

Predictive Analysis.

Predicting oil demand, oil reserve, oil price, import of coal usage
Predicting 500-years floods to build dams
Asteroid risks
Predicting new flu viruses to design efficient vaccines each year
Predicting reproduction rate in animals populations
Predicting earthquake

Causal Analysis.

Highlight micro mistakes
Diminish challenges in customer services
Making sense of unused business data
Automated translation
Common server
Computing correct average time-to crime statistics for an average gun
Make companies proactive instead of reactive
Priority of urgent
Removing the unknown

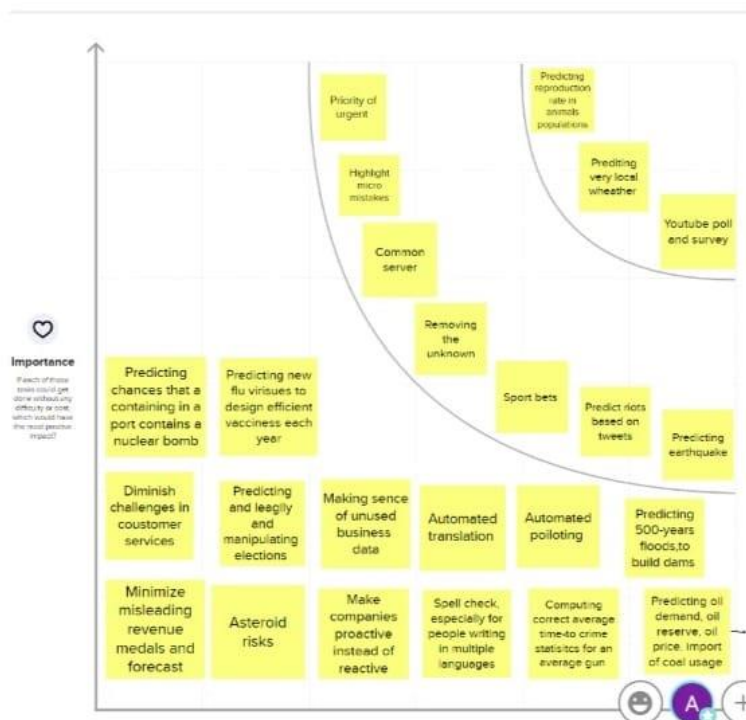
Step-3: Idea Prioritization

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



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)