

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17/10/2022
Team ID	PNT2022TMID05243
Project Name	Project- 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

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 do we create a respite for nyc bike share system?

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.

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)



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 hit the pencil (switch to sketch) icon to start drawing!

Vasanth

```

graph TD
    A[Clean and clear format using yellow] --- B[Little and few charts]
    A --- C[Aggregate data presented as number of items]
    A --- D[Reduce online sessions and increase active user]
    A --- E[Operating result analysis]
    B --- C
    B --- D
    B --- E
    C --- D
    C --- E
    D --- E
  
```

Diagram illustrating the components of a business dashboard:

- Clean and clear format using yellow
- Little and few charts
- Aggregate data presented as number of items
- Reduce online sessions and increase active user
- Operating result analysis

Reduce
carbon
emissions and
increase
active level

Ramnath

Business Model Canvas

- Revenue**
 - New revenue streams
 - New value proposition
 - New channels
 - New customer segments
 - New business models
 - New business processes
 - New business partners
 - New business ecosystems
- Cost**
 - New cost structure
 - New value proposition
 - New channels
 - New customer segments
 - New business models
 - New business processes
 - New business partners
 - New business ecosystems
- Channel**
 - New revenue streams
 - New value proposition
 - New channels
 - New customer segments
 - New business models
 - New business processes
 - New business partners
 - New business ecosystems

Business Model Innovation

Don't get it twisted: The information and recommendations that we offer are not intended to be a substitute for your own doctor's advice.

Vignesh

- Feeling the total number of trips taken
- Making an interactive one-board
- Assigning the numbers to the dataset
- Using the geo-charts and scatter plots
- Supports that is to use the interactive visualization of the data

Using the
pie charts
and making
guesses

Jeyanth

The diagram illustrates a process flow for a congress or event. It starts with a box labeled 'Surgery design and build stage'. An arrow points from this box to a box labeled 'Estimation of the top 100 based on an analysis'. From there, an arrow points to a box labeled 'Final construction of your Congress and the site'. A second arrow points from the 'Estimation...' box to a box labeled 'Reduction in traffic and an increase in safety and security'. The entire diagram is set against a background of a city skyline at night.

...and to go
downward
toward
hell.

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

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Age wise usage calculation of number of bikes

Three tier architecture of user, Cognos and data

Make an interactive dashboard

IBM cognos analytics platform creation

Finding the total number of trips taken

Start stations covered by different age groups classification analysis

Clean and filter dataset using python

Calculation of the top bike based on duration

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the **H** key on the keyboard.

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

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

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 →

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