


Ideation phase

Brainstorm & Idea Prioritization

Date	30 oct 2023
Team id	NM2023TMID05062
Project name	Data driven insights on Olympic sports participation and performance
Maximum marks	4 marks

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
👤 2-9 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

- 1 Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 2 Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3 Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

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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 statement

Given historical data on Olympic Games, including information on athletes, sports, and their performance, the objective is to conduct a comprehensive analysis to gain valuable insights into the trends, patterns, and factors influencing sports participation and performance in the Olympics. This analysis aims to answer questions related to the popularity of different sports, the countries' performance, the impact of various factors on medal counts, and to provide data-driven recommendations for enhancing sports participation and performance in future Olympic events.

Key rules of brainstorming

To run a smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

⌚ 10 minutes

Tip: Don't worry about a perfect idea. Just get your ideas down. Quantity leads to quality.

Person 1 could have properties:

- Analyze historical performance data to identify trends and factors contributing to success.
- Create predictive models to forecast athlete performance based on various variables.

Person 2 could have properties:

- Develop a personalized fan engagement tool that offers tailored content and experiences.
- Analyze fan engagement data to understand what content and experiences resonate most with fans.

Person 3 could have properties:

- Develop a system that uses AI/ML to suggest personalized training plans for improvement.
- Provide a platform for comparing current athlete performance with past Olympic champions.

Person 4:

- Utilize data to identify key performance indicators and track them over time.
- Visualize how sports have evolved over time.

Person 5 could have properties:

- Create an analytics platform for coaches to track athletes' performance during training and competitions.
- Analyze athlete performance data to provide insights for potential sponsorships.

Person 6:

- Develop a tool that helps Olympic committees make informed decisions about hosting locations, event selection, and resource allocation.
- Identify key factors that influence the success of Olympic events and address them in the project.

Step-3: Idea Prioritization

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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

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 laser pointer holding the **H** key on the keyboard.

