

Ideation phase

Brainstrom & 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

The screenshot shows a digital template for 'Brainstorm & idea prioritization'. It consists of three main sections:

- Before you collaborate:** A section with a lightbulb icon and a timer icon. It includes a brief description of preparation, a 10-minute timer, and a link to 'Learn how to use the facilitation tools'.
- Define your problem statement:** A section with a 1 icon and a timer icon. It asks 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' It includes a 5-minute timer and a detailed description of the project's objective.
- Key rules of brainstorming:** A section with a brain icon and a timer icon. It lists six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

The screenshot shows a digital template for 'Brainstorm, Idea Listing and Grouping'. It features four columns, each representing a person's ideas:

- Person 1:**
 - Should 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.
 - Want-to properties: Develop personalized fan engagement strategies based on fan preferences.
 - Analyze fan behavior to understand what type of content resonates most with fans.
- Person 2:**
 - Should have properties: Develop a system that uses athlete data to provide personalized training improvement.
 - Utilize data to identify trends and develop strategies for injury prevention.
 - Want-to properties: Provide a platform for current athletes to connect with past Olympic champions.
 - Visualize how sports have evolved over time.
- Person 3:**
 - Should have properties: Analyze real-time data for coaches to track performance during competitions.
 - Want-to properties: Create a real-time dashboard for coaches to track performance during competitions.
 - Analyze athlete performance and fan engagement to provide insights for marketing and sponsorships.
 - Develop a tool that committee members can use to make informed decisions about hosting events and resource allocation.
- Person 4:**
 - Want-to properties: "Want-Have this time?" items that won't be addressed in the project.

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

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.

