

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 October 2023
Team ID	NM2023TMID07074
Project Name	DATA DOMINATORS: A COMPARATIVE STUDY OF TOP GLOBAL UNIVERSITIES IN DATA ANALYTICS
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.

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
- 2-6 people recommended

[Share template feedback](#)

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.

[Open article](#)

1 Define your problem statement

Our mission is to delve into the world of global universities, exploring their unique strengths in data analytics. We'll do this by utilizing data from the renowned Times Higher Education World University Rankings. Our **data** ourselves gaining a solid grasp of fundamental data analytics principles, crafting engaging graphs, and featuring meaningful dashboards using IBM Cognos Analytics. Through our efforts, we aim to not only evaluate but also bring to life the distinct data-driven abilities of these institutions, helping us understand their individual stories and contributions in this data-centric landscape.

[Review](#)

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session:

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

Need some inspiration?
See a limited number of this template in action and more.

[Open examples](#)

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 make a sticky note over to the panel (bottom or right) later on and create!

Brain

1. Data Collection

2. Data Cleaning

3. Data Analysis

4. Data Visualization

5. Data Interpretation

6. Data Reporting

Build

1. Data Collection

2. Data Cleaning

3. Data Analysis

4. Data Visualization

5. Data Interpretation

6. Data Reporting

Measure

1. Data Collection

2. Data Cleaning

3. Data Analysis

4. Data Visualization

5. Data Interpretation

6. Data Reporting

Act

1. Data Collection

2. Data Cleaning

3. Data Analysis

4. Data Visualization

5. Data Interpretation

6. Data Reporting

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 a sentence-like label to sticky notes to make them easier to read, organize, and integrate into your work.

Cluster 1: Data Analysis Techniques and Insights
Explore analysis methods.
Data storytelling for effective communication.
Key performance metrics and benchmarking.
Ethical considerations in data analysis.

Cluster 2: Data Integration and Quality Assurance
Combine data from various sources.
Ensure data accuracy and reliability.
Privacy and ethics in data handling.

Cluster 3: User Engagement and Training
Design engaging dashboards.
User training and resources.
Collect user feedback for improvements.


Cluster 4: Project Management and Sustainability
Scalability and long-term impact assessment.
Continuous improvement strategies.
Collaboration with other institutions.
Budget and resource assessment.


Cluster 5: Reporting and Documentation
Documenting the analysis process.
Final presentation to showcase findings.


Cluster 6: Integration with Universities and Data Security
Collaborate with institutions and align with their initiatives.
Data security and protection of sensitive data.


Cluster 7: Ethical Considerations
Mitigating ethical issues in data analysis.


This categorization allows us to streamline the project's focus into key areas: data analysis techniques, data integration, user engagement, project management, reporting, collaboration, and ethical considerations.






























































































































































































































































































































































































































































































































































































































































































































































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.

Tip: Participants can use their numbers in pairs or where voting scores should go on the grid. The facilitator can confirm the score by using the laser pointer holding the H key on the keypad.

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

- 1 **Show the mural!**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2 **Report the mural!**
Report 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 →](#)

3 **Show template feedback**