


Ideation Phase

Brainstorm & Idea Prioritization

Date	05 May 2023
Team ID	NM2023TMID21199
Project Name	Data-Driven insights on Olympic Sports Participation and Performance
Maximum Marks	4 Marks




Brainstorm & Idea Prioritization:


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
 2-8 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

A Team gathering
Naganathan, Dhanvi Balaji, Keerthi Kumar and myself (Jayasankar Narayanan) are together discussing and brainstorming our ideas to define and identify a problem statement taking into consideration everyone's opinions.

B Set the goal
To develop a comprehensive and accessible performance data and research platform that supports coaches, sports analysts, sports fans, and Olympic organizations in achieving their respective goals and driving meaningful change and improvement in Olympic performance.


C Learn how to use the facilitation tools
Brainstorming, mind/empathy mapping, SWOT analysis, user persona development, and stakeholder mapping.

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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

There is a scarcity of accessible and easily understandable performance data and research on athlete and country performance. Limiting the ability of coaches, sports analysts, sports fans, and Olympic organizations to achieve their respective goals and drive meaningful change and improvement in Olympic performance. Our goal is to develop a comprehensive and accessible performance data and research platform that supports these stakeholders in achieving their goals and driving meaningful change and improvement in Olympic performance.



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.

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!

Person 1

Create user-friendly data visualization tools to make data analysis more accessible.

Person 2

Find algorithm to identify key trends and patterns in athlete and country performance data.

Person 3

Track player performance, identify strengths and weaknesses, and improve training programs to optimize performance.

Person 4

Use IBM Cognos as a business intelligence tool that allow users to access and analyze data from different sources to identify trends and patterns.

Use Python libraries, such as Pandas, NumPy, and Matplotlib, to preprocess and analyze Olympic performance data, extract insights, and visualize the data in meaningful ways.

Use IBM Cognos and IBM Cloud to create interactive web-based applications and dashboards that allow fans to explore Olympic performance data, learn about athletes and events, and engage with the Olympic experience in new and exciting ways.

Use IBM Cloud Object Storage to store and manage multimedia content, such as photos and videos of Olympic events, enabling easy access and sharing across the globe.

Take steps to create manuals on how to use the application built to enable easy usage for all the stakeholders

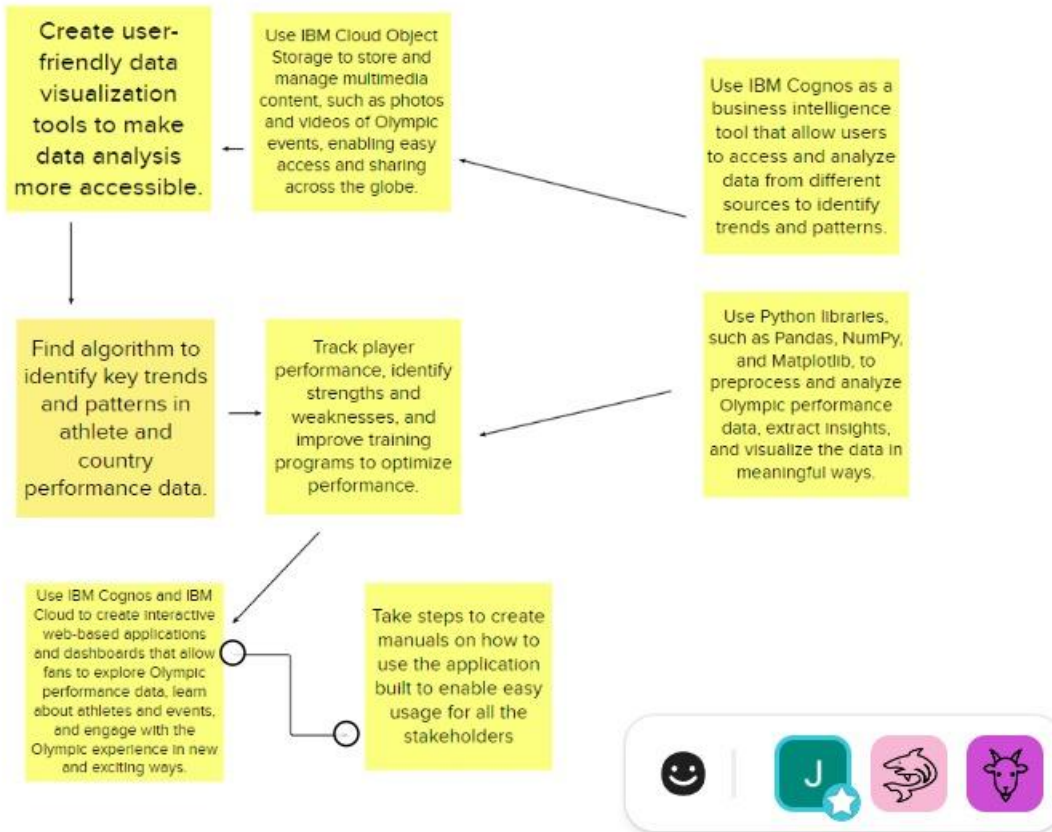
Group ideas

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

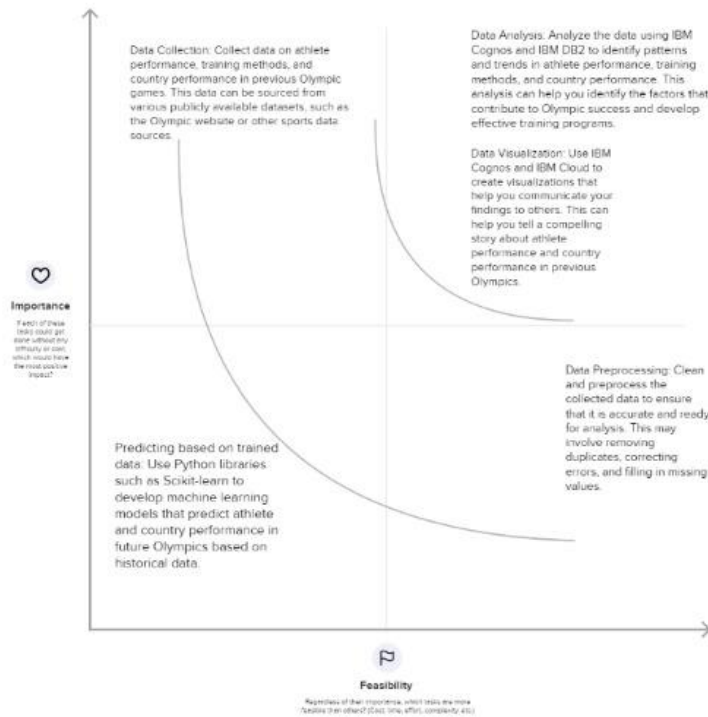
Prioritize

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

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 cursor number, holding the **Alt** key on the keyboard.



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**
<https://mural.mural.co/1e87704770e471683552491079773224102056e0a77920a7e48e4420048507?embed=US47003740544010073053301>
- 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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