

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13 th March 2003
Team ID	NM2023TMID16433
Project Name	Identifying patterns and trends in campus placements data using machine learning.
Maximum Marks	5 marks

Brainstorm & Idea Prioritization Template:

Under this activity our team members have gathered and discussed various ideas to solve our project problem each member contributed 6 to 10 ideas after gathering all ideas we have assessed the impact and feasibility of each point.




Finally we have assigned the priority for each point based on this impact value.

Step 1: Team gathering, collaboration and select the problem.



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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Need some inspiration?

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

[Open example](#) →



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 MIGHT WE DO
IDENTIFYING PATTERNS
AND TRENDS OF CAMPUS
PLACEMENT**



Key rules of brainstorming

To run a 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

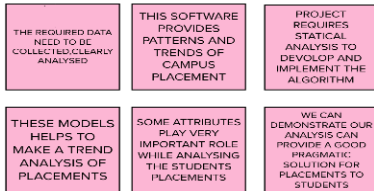
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

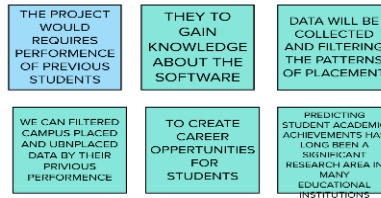
TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

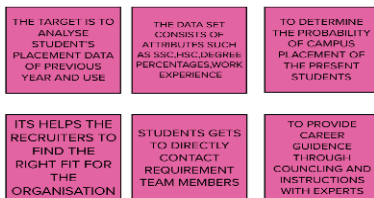
VISWANATH



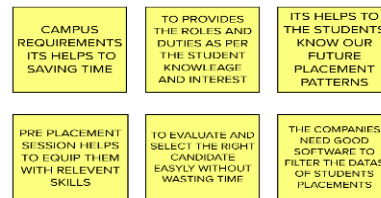
SYED ALTHAF



UMAMAHESWARI



KAMALI



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

