

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	20 October 2023
Team ID	NM2023TMID07212
Project Name	GlobeTrek Insights: Navigating Global Country Data with IBM Cognos
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.

#### 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**  
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 [your problem statement]?



#### 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 switch) icon to start drawing!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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, remove, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

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

10 minutes

20 minutes

20 minutes

20 minutes

20 minutes

1

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

2

Define your problem statement

What problem are you trying to solve? Frame your problem as a challenge like statement. This will be the focus of your brainstorm.

10 minutes

3

Brainstorm

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

10 minutes

4

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

5

Prioritize

Your team should all be on the same page about what's important, using (based) that you agree on to help you decide which ideas are important and which are feasible.

20 minutes

6

After you collaborate

You can export the results of this session to PDF to share with members of your company who might find it helpful.

20 minutes

Key rules of brainstorming

1. No criticism or evaluation

2. No self-censoring

3. No idea is a bad idea

4. No idea is too simple

5. No idea is too obvious

6. No idea is too late

7. No idea is too early

8. No idea is too small

9. No idea is too big

10. No idea is too weird

Brainstorming Session

User Testing

Agile development

Staff Training

Continuous improvement

SLA Tracking

Continuous improvement loop

Security

Data Security and Compliance

User Interactivity

Performance Optimization

Data Acquisition and Integration

Data Cleansing and Transformation

SLA Tracking

Continuous improvement loop

Security

Quick start

Brainstorming Session

User Testing

Agile development

Staff Training

Continuous improvement

SLA Tracking

Continuous improvement loop

Security

Data Security and Compliance

User Interactivity

Performance Optimization

Data Acquisition and Integration

Data Cleansing and Transformation

SLA Tracking

Continuous improvement loop

Security