

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	03 November 2023
Team ID	NM2023TMID11697
Project Name	Transparent Education Data Management
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
- 3-8 people recommended

#### Before you collaborate

A little bit of preparation goes a long way with this session. [Check](#) what you need to do to get going.

14 minutes

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- Times gathering**  
Get an idea should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Get the goal**  
Think about the problem [you're](#) focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Get the Facilitation Superguide to see a happy and productive session.

[Open article](#)

#### Define your problem statement

10 minutes

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**PROBLEM**

Investigate data privacy concerns and a lack of transparency in education data management systems, impact students, and educators in privacy risks and hinder informed decision making.

**Key rules of brainstorming**

To see [an article](#) and [production](#) session

- Stay in topic.
- Encourage wild ideas.
- Defer judgement.
- Listen to others.
- Go for volume.
- One idea, one round.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

30 minutes



Tip: You can select a sticky note and hit the pencil (which is already visible in the corner)

1

### 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 use it if you and break it up into smaller sub-groups.

30 minutes

#### Person 1



#### Person 2



#### Person 3



Tip: Add a sentence-like label to each group (e.g., 'Data Ownership and Responsibility Guidelines', 'Transparency for Data Partners', etc.) to help you track.

## Step-3: Idea Prioritization

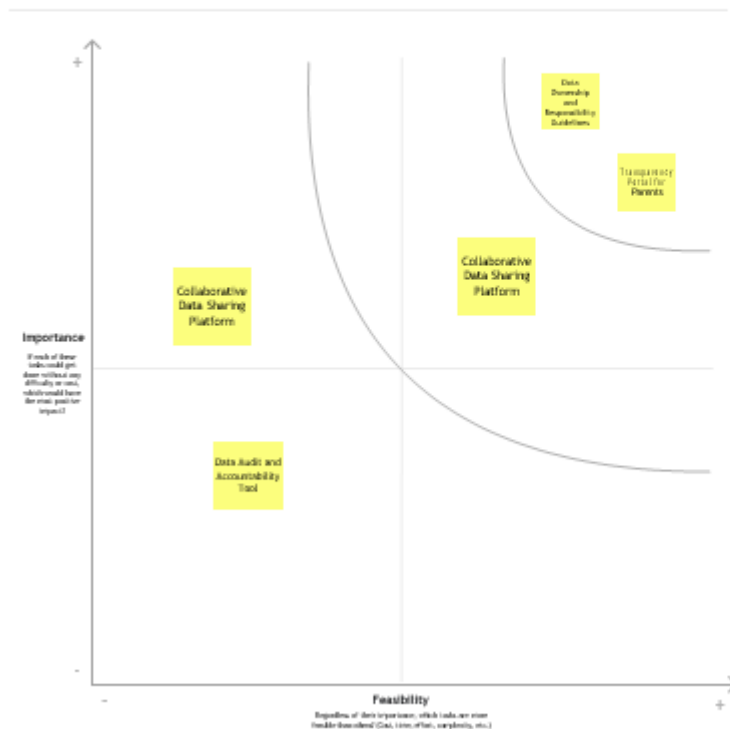
4

### 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: Put important ideas in the top-left quadrant, which are most important and most feasible. Put ideas in the bottom-right quadrant, which are least important and least feasible.



5

### After you collaborate

You can export the matrix as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Share the matrix as a single image or as a PDF to share with members of your company who might find it helpful.
- Export the matrix: Export a copy of the matrix as a PNG or PDF to share with members of your company who might find it helpful.

#### Keep moving forward

- Designing blueprints**  
Before the components of a new idea are created.  
[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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