

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25-september- 2023
Team ID	NM2023TMID07102
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
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.




Reference: <https://www.mural.co/templates/empathy-map-canvas>


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


 **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 Superpower to run a happy and productive session.


[Open article](#) 


 **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


How might we (your problem statement)?


 **Key rules of brainstorming**
To run an smooth and productive session


 Stay on topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

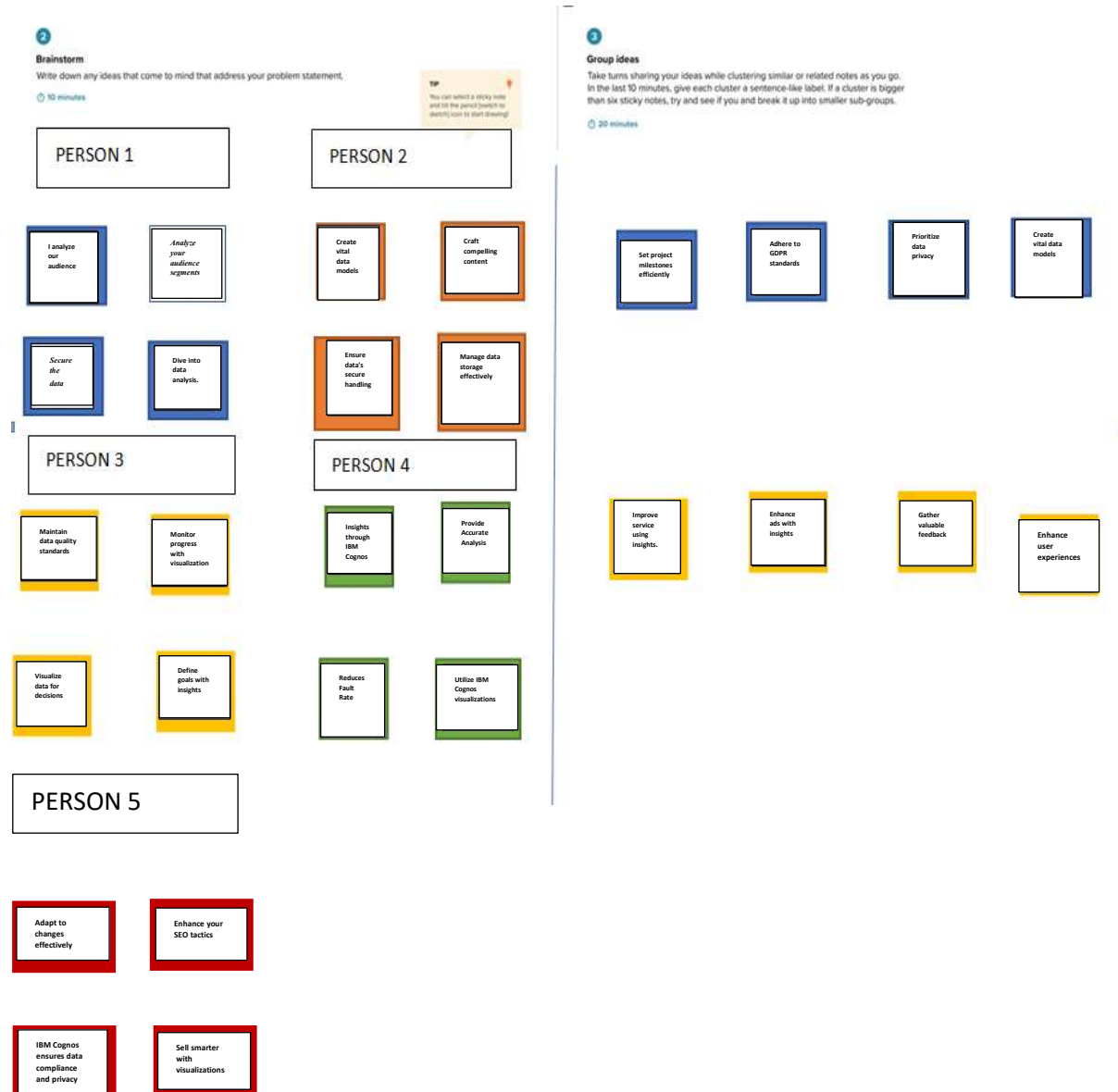
 Go for volume.

 If possible, be visual.

Problem

The real problem is there is no proper visualizations for analysing data. So by using “IBM COGNOS ANALYSIS” we can provide our solutions through various visualizations for our topic “Leveraging Data Analysis for Optimal Marketing Campaign Success”

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization



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

