

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |  |
|---------------|--|
| Date          | 04 May 2023                              |
| Team ID       | NM2023TMID11499                          |
| Project Name  | A comprehensive analysis of social media |
| Maximum 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

Template



## 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  
👥 2-6 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](#) ➔

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### Define your problem statement

Problem Statement:

The vastness and complexity of social media data pose significant challenges for data analytics. There is a need for a data analytics-based project that can develop innovative methods and techniques for handling social media data and extracting meaningful insights to inform decision-making in various domains.

PROBLEM

How might we Facilitate Statements

The vastness and complexity of social media data pose significant challenges for data analytics. There is a need for a data analytics-based project that can develop innovative methods and techniques for handling social media data and extracting meaningful insights to inform decision-making in various domains.

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



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 alternative tags to sticky notes to reveal better links, trends, patterns, and categories important to your project within your needs.

#### Cluster 1: Social Media Analytics for Business

- Sentiment analysis of social media data to understand the public perception of a brand, product, or service.
- Network analysis of social media data to identify influential users, communities, and trends.
- Anomaly detection in social media data to identify unusual patterns and potential threats.
- Identification of fake news and misinformation on social media using machine learning algorithms.

#### Cluster 2: Social Media Analytics for Marketing

- Recommendation systems for social media users based on their interests, behaviors, and preferences.
- Analysis of user-generated content on social media to gain insights into consumer needs and preferences.

#### Cluster 3: Social Media Analytics for Research

- Topic modeling of social media data to extract themes and patterns in public discourse.
- Time-series analysis of social media data to track changes in public sentiment and behavior over time.

#### Cluster 4: Social Media Analytics for User Behavior

- Prediction of user behavior on social media based on their historical data.
- Visualization of social media data to communicate insights and trends in an easily digestible format.

Label for Cluster 1: Social Media Analytics for Business: This cluster focuses on the use of social media analytics for businesses to understand the public perception of their brand, identify influential users and communities, and detect potential threats and fake news.

Label for Cluster 2: Social Media Analytics for Marketing: This cluster focuses on the use of social media analytics for marketing to recommend personalized content for users based on their interests and behaviors and to gain insights into consumer needs and preferences.

Label for Cluster 3: Social Media Analytics for Research: This cluster focuses on the use of social media analytics for research to extract themes and patterns in public discourse and track changes in public sentiment and behavior over time.

Label for Cluster 4: Social Media Analytics for User Behavior: This cluster focuses on the use of social media analytics to predict user behavior based on their historical data and to communicate insights and trends in an easily digestible format.

## Step-3: Idea Prioritization

4

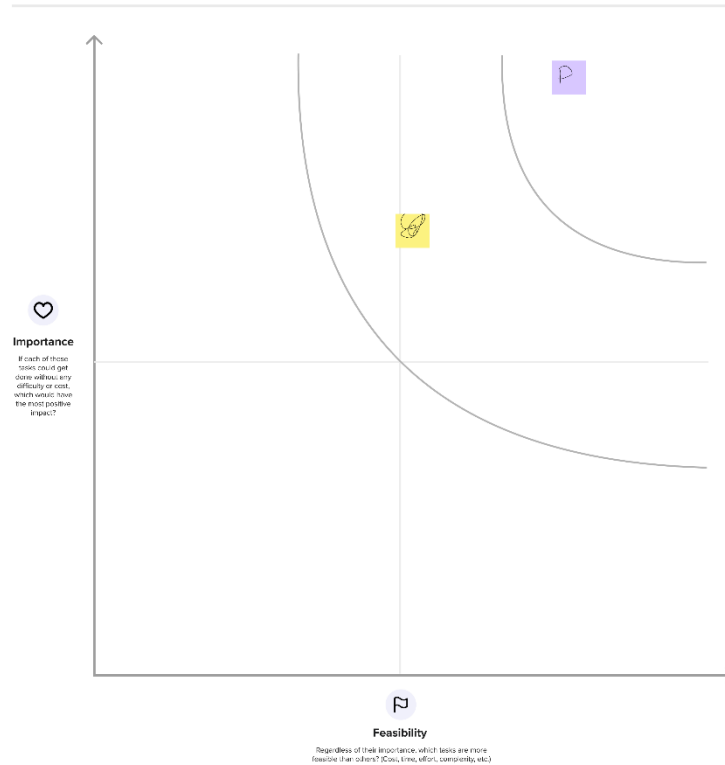
## Prioritize

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 user pointer holding the H key on the keyboard.



→

## 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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 →](#)

[Share template feedback](#)

