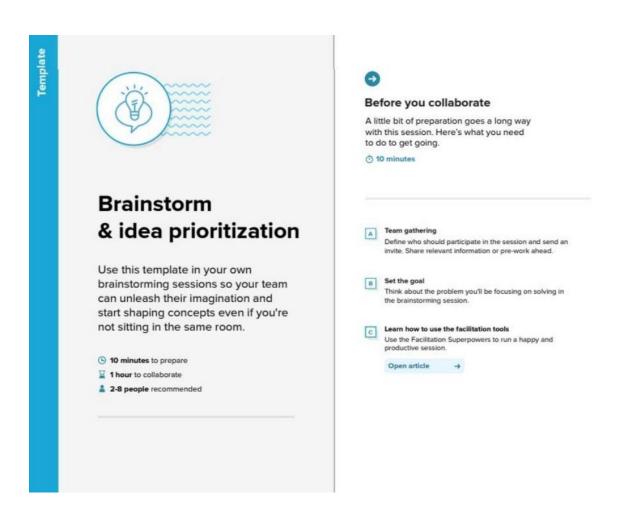
Ideation Phase Brainstorm & Idea Prioritization Template

Date	25 September 2023
Team ID	NM2023TMID07077
Project Name	Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media
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.





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.

① 5 minutes

PROBLEM

The proliferation of the intermet and social media has changed the way people express their views and opinions, with many people now using planjowns like Facabook, Twitter, and Instagram to share their thoughts, emotions, and experience. As a result, social media generates a large volume of data in the form of tweets, comments, reviews, and other types of content. By analyzing this data, it is possible to understand the performance of social media platforms like Twitter, including trends and patterns in the way people use the platform and the types of content they engage with. This data can be especially useful for businesses and organizations that want to understand how their boand is perceived on social media, and make informed decisions about how to engage with their audience.



Key rules of brainstorming

To run an smooth and productive session



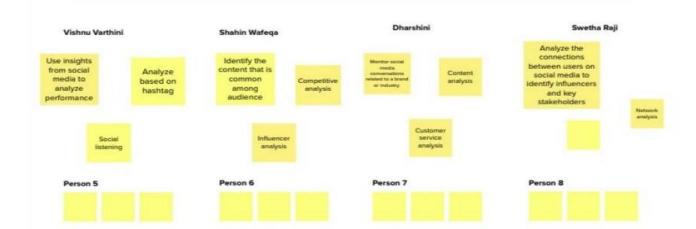


Brainstorm

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

① 10 minutes

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





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 and break it up into smaller sub-groups.

① 20 minutes

dd customizable tags to sticky otes to make it easier to find, rowse, organize, and stegorize important ideas as semes within your mural.

Identify the content that is common among audience Monitor social media conversations related to a brand or industry.

Analyze the connections between users on social media to identify influencers and key stakeholders

Use insights from social media to analyze performance



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.

① 20 minutes

Perficipants can use their cursors to point at where sticky notes should go on the girld. The facilitator can confirm the spot by using the tisser pointer holding the Macro of the Jesus on the Jesus of the Jesus o

