


Ideation Phase

Brainstorming & Idea Prioritization template

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| Date | 25 February 2025 |
| Team ID | PNT2025TMID04288 |
| Project Name | Global Food Production Trends and Analysis |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template:


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.

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1


Define your problem statement

Global food production trends and analysis a comprehensive study from 1961 to 2023 using Power BI to help stakeholders to make decisions

🕒 5 minutes

PROBLEM

How might we help stakeholders to make decisions?



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

Person 1

- Study rice production trends globally
- Identify top wheat-producing countries over the years.
- Explore maize production trends and changes.

Person 3

- Study tea and coffee production by continent.
- Identify which countries dominate beverage production.
- Explore how climate impacts crop yields.

Person 2

- Compare wheat, maize, and rice production across regions.
- Study fruit production trends (apples, bananas, etc.).
- Explore maize production trends and changes.

Person 4

- Compare agricultural output before and after major events (e.g., economic crises)
- Identify the fastest-growing crops over the decades
- Study how international trade affects food production.

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

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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 laser pointer holding the H key on the keyboard.