

## Ideation Phase

# Brainstorm & Idea Prioritization Template

Date	10-10-2023
Team ID	Team-591245
Project Name	Tata power stock analysis
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

The screenshot displays a Mural template titled "Brainstorm & idea prioritization". The template is divided into three main sections:

- Introduction:** Features a lightbulb icon and text explaining the purpose of the template: "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." It also includes a timer for 10 minutes to prepare and 1 hour to collaborate, and a note that 3-8 people are recommended.
- Before you collaborate:** This section is titled "Before you collaborate" and includes a list of instructions for the session, such as "Team gathering", "Set the goal", and "Learn how to use the facilitation tools". It also includes a timer for 10 minutes.
- Define your problem statement:** This section is titled "Define your problem statement" and includes a list of instructions for the session, such as "Problem", "Key rules of brainstorming", and "Key rules of ideation". It also includes a timer for 5 minutes.

## 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**

To conduct a group study on the relationship between social media sentiment and Tata Power stock performance. This analysis will involve monitoring social media platforms and news sources to assess their influence on stock price movements.

**Person 2**

To examine the benefits and risks of including Tata Power stock in a diversified investment portfolio. The group project will analyze how adding Tata Power affects the risk-return profile of a diversified investment strategy.

**Person 3**

To analyze the historical stock performance of Tata Power and its dividend yield over time. This group project will assess the relationship between dividends and stock returns, providing insights for income-oriented investors.

**Person 4**

To analyze the historical trends of Tata Power's earnings and dividend payments, evaluating their impact on stock performance and income generation for long-term investors.

### 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 and break it up into smaller sub-groups.

20 minutes

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## 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 outline the grid by using the laser pointer holding the H key on the keyboard.