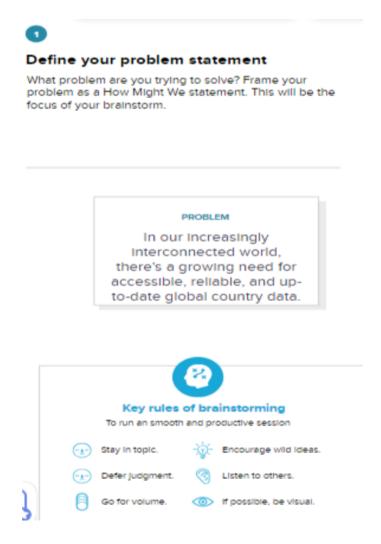
Ideation Phase Brainstorm & Idea Prioritization Template

| Date | 17 october 2023 |
|--------------|---|
| Team ID | NM2023TMID07560 |
| Project Name | GlobeTrek Insights: Navigating Global Country |
| | Data with IBM Cognos |

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.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm

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

10 minutes

| Dhanush K V | | Jeff Samuel S | |
|-------------------------------------|---------------------------|--------------------------------|------------------------|
| Comprehensive Data Aggregator | Data Quality Assurance | User- Friendly Interface | Custom Data Filters |
| Jerrinth Raj G | | Sanjay Kumar S | |
| Alerts and Notifications | Integration with APIs | Educational Resources | Mobile App |



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

- Data Quality Assessment Team: Create a team focused on assessing the quality of data from different sources. Each member can be responsible for a specific set of data points or sources and work collectively to ensure data reliability.
- Data Visualization Squad: Form a group that specializes in creating engaging and informative data visualizations. This team can work on designing interactive maps, charts, and graphs to present global country data effectively.
- User Interface (UI) and User Experience (UX) Design Team:
 This group can focus on designing a user-friendly interface for
 the GlobeTrek Insights platform. They'll work on creating an
 intuitive and visually appealing interface that enhances the
 user experience.
- Development and Engineering Team: A technical team can work on building and maintaining the platform. This includes developing the backend infrastructure, implementing data collection, and ensuring the platform's functionality.
- Educational Content Creators: This team can be responsible for producing educational content, including tutorials, webinars, and guides, to help users understand and navigate global country data effectively.

Step-3: Idea Prioritization

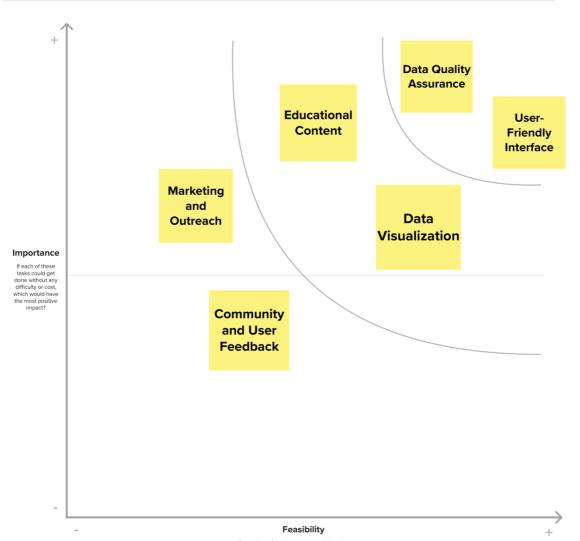


Prioritize

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.

① 20 minutes

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.



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.