

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


1


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.


PROBLEM


In our increasingly interconnected world, there's a growing need for accessible, reliable, and up-to-date global country data.


**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

Dhanush K V

Comprehensive
Data
Aggregator

Data Quality
Assurance

Jeff Samuel S

User-
Friendly
Interface

Custom
Data Filters

Jerrinth Raj G

Alerts and
Notifications

Integration
with APIs

Sanjay Kumar S

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 can break it up into smaller sub-groups.

20 minutes

1. **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.
2. **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.
3. **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.
4. **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.
5. **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

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.

