

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	30 October 2023
Team ID	NM2023TMID06838
Project Name	Project - Analysing the Performance & Efficiency of The Radisson Hotels using Data Visualization Techniques using IBM COGNOS
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.




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



Template





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

 **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


 **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.


 **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
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 **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.
 5 minutes


PROBLEM


Radisson's hotel brand needs a strategic revival. We'll create a data-driven dashboard and narrative for a market comeback.


**Key rules of brainstorming**
To run a smooth and productive session:


 Stay in topic

 Encourage wild ideas

 Deflate 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

- Removing duplicate data
- Eliminate missing values
- Visualize and explore raw data

Person 2

- Analyze on cleaned and explored data
- Identify and extract relevant data
- Identify and extract relevant data

Person 3

- Maintain the data
- Organize the data
- Ensure the data is well-maintained and organized

Person 4

- Deploy and analytics dashboard
- Implement user authentication
- Ensure it is responsive and user-friendly

TIP
You can select sticky notes and hold them up (don't let go) to see if you can find clusters.

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
Add additional tags to sticky notes to make it easier to find, remove, replace, and categorize if you need to. Use a different color for each tag.

Data Exploration and analysis

- Clean the data
- Explore the data
- Analyze the data

Database management

- Maintain and organize the data
- Ensure the data is well-maintained and organized

Web Integration

- Deploy analytics dashboard
- User authentication
- Responsive design

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 M key on the keyboard.

Importance
If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

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