

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 October 2023
Team ID	NM2023TMID07510
Project Name	Data-Driven insights on Olympic Sports Participation and Performance
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.

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

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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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

The problem at hand is to leverage data-driven insights to understand and improve Olympic sports participation.



Key rules of brainstorming

To run a 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

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

1. **Historical Analysis:** Analyze historical data on Olympic sports participation, including the number of athletes, countries, and sports over the years. Identify trends and changes in participation.
2. **Gender Disparities:** Investigate gender disparities in Olympic sports. Analyze data to understand how many male and female athletes participate in different sports and whether there have been changes over time.
3. **Age and Performance:** Explore the relationship between the age of athletes and their performance. Are there age-related trends in different sports? Do younger or older athletes tend to excel in specific events?
4. **Country Performance:** Analyze data to determine which countries dominate in specific sports. Create visualizations and rankings to show which nations perform well in various Olympic events.
5. **Economic Factors:** Investigate the relationship between a country's economic status and its performance in Olympic sports. Do wealthier countries tend to have more successful athletes, and how is this related to investment in sports?

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Brainstorm

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

🕒 10 minutes

TIP

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

SUBARAM MS(LEADER)

Identify factors that correlate with changes in participation, such as societal trends, rule changes, or host country influence.

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YOGESHWARAN CM

Use geospatial data to explore the distribution of athletes and medal winners from different countries.

Investigate whether geographic factors (e.g., climate, culture) impact the selection of sports by countries.

SHYAM SUNDAR S

Analyze athlete demographics, such as age, gender, and socioeconomic background, in relation to their choice of sport.

Determine if certain sports are more accessible or appealing to specific demographic groups.

SRIVIGNESH M

Explore whether these demographics have changed over time.

Build predictive models to forecast the future popularity of Olympic sports.

Step-3: Idea Prioritization

