

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17/10/2022
Team ID	PNT2022TMID45599
Project Name	Project – NYC Bike Share System
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



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.

[Open article](#)



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](#)

How do we create a receipt for nyc bike share system?



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

TIP

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

Vasanth

Class and Bar dataset using pattern

Line and Bar charts

Age and color combination of colors of shirt

Review number sentences and fractions using dot

Openning concept graphs

Ramath

BM cognitive analytics Platform

Real-time report visualizations

Performance monitoring dashboard across multiple metrics

Real-time monitoring and performance analysis dashboard

Report dashboard to monitor and analyze data

Vignesh

Plotting the total number of blue shirts

Marking an interactive dashboard

Analysing the feedback in the dataset

Using the pie chart and to select shirt

Review the feedback and the feedback of the user

Jeyanth

Large data visualization

Three bar visualization of data (Colors and the data)

Visualization of the data (Bar based on the data)

Review the data of the data (Bar based on the data)

Review the data of the data (Bar based on the data)

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

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.

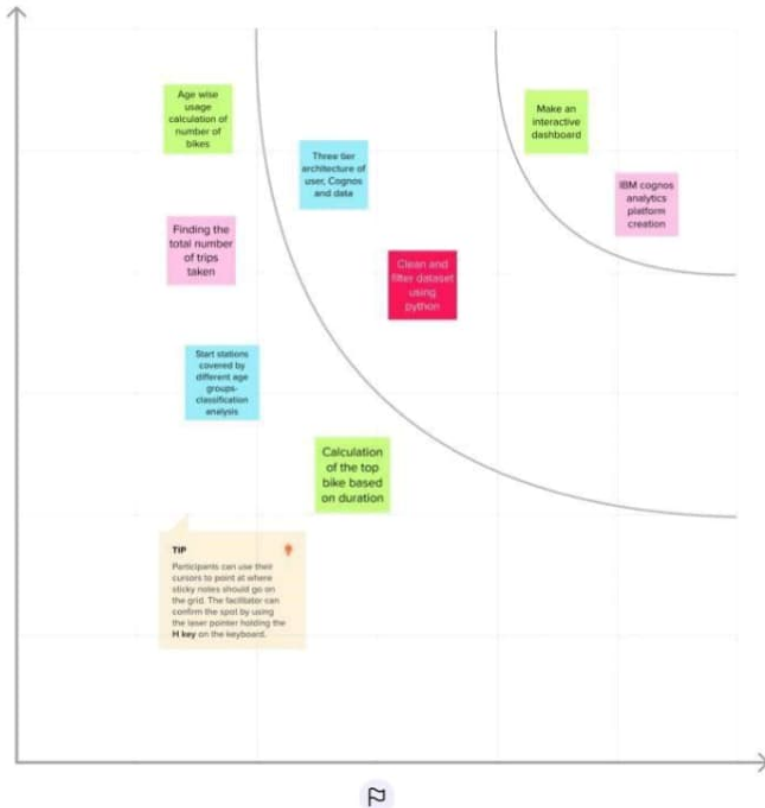
 20 minutes



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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



Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

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