Ideation Phase
Brainstorm & Idea Prioritization Template

Date	20 September 2023
Team ID	
Project Name	DATA DOMINATORS: A COMPARATIVE STUDY OF TOP GLOBAL UNIVERSITIES IN DATA ANALYTICS

Brainstorming:

Set the Stage: Gather a diverse group of individuals, if possible, who can bring different perspectives to the brainstorming session. Choose a quiet, comfortable, and conducive environment.

Clearly Define the Problem or Goal: Make sure everyone understands the objective of the brainstorming session. What problem are you trying to solve, or what goal are you trying to achieve?

Free Idea Generation: Encourage participants to share any and all ideas without judgment. It's essential to create a non-critical, open, and safe environment for creativity to flow.

Quantity over Quality: At this stage, focus on generating as many ideas as possible. Don't evaluate or criticize ideas during the brainstorming session.

Diverge and Converge: Divergent thinking involves generating a wide range of ideas, while convergent thinking involves refining and narrowing down those ideas.

Idea Prioritization:

Idea Clustering: Organize the generated ideas into clusters or categories based on their similarities. This helps in understanding the overarching themes.

Criteria Development: Establish clear criteria for evaluating the ideas. Criteria might include feasibility, impact, cost, and alignment with your goals.

Weighting Criteria: Assign relative importance or weight to each criterion. Some criteria may be more critical than others.

Scoring or Ranking: Evaluate each idea against the established criteria and give it a score or rank. Use a numerical scale or a simple "low-medium-high" ranking.

Discuss and Refine: Engage in discussions with your team or stakeholders to further refine the evaluation process and ensure everyone's input is considered.

Select and Implement: Based on the scores or rankings, identify the top ideas that align with your goals and resources. Prioritize and decide which ideas to implement.

Create an Action Plan: Develop a clear action plan for implementing the chosen ideas, including timelines, responsibilities, and resources required.

Monitor Progress: Continuously monitor the progress of the chosen ideas and be open to making adjustments as needed.