

## Ideation Phase

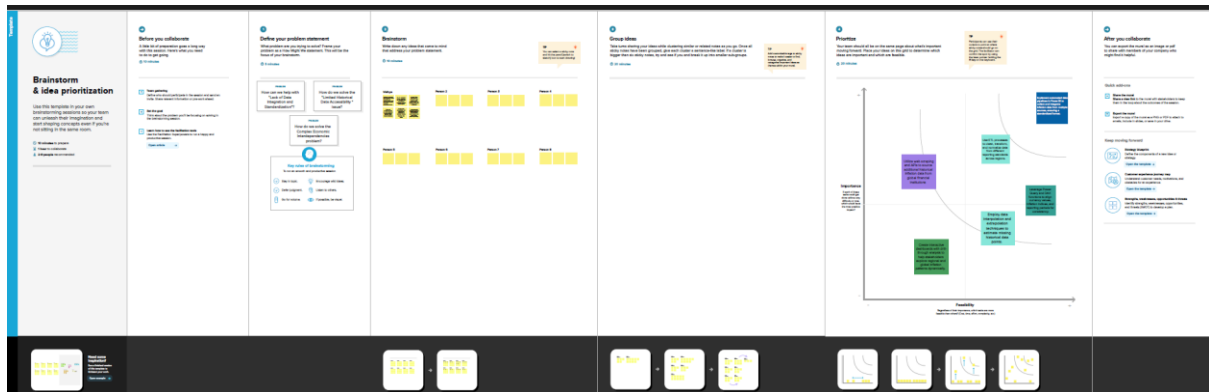
### Brainstorm & Idea Prioritization Template

Date	22 March 2025
Team ID	PNT2025TMID07133
Project Name	Power BI Inflation Analysis: Journeying through Economic Terrain
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



#### Step-2: Brainstorm, Idea Listing and Grouping

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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

How can we help with "Lack of Data Integration and Standardization"?

PROBLEM

How do we solve the "Limited Historical Data Accessibility" issue?

PROBLEM

How do we solve the Complex Economic Interdependencies problem?

**Key rules of brainstorming**

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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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!

Vidhya

How can we help with "Lack of Data Integration and Standardization"?

How do we solve the "Limited Historical Data Accessibility" issue?

How do we solve the Complex Economic Interdependencies problem?

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

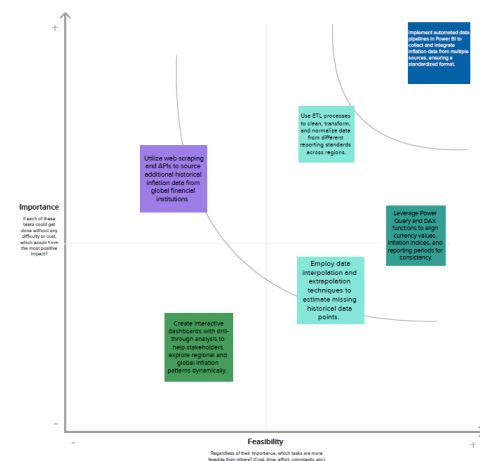
## Step-3: Idea Prioritization

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### 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



4

### 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.

#### Quick add-ons

- Share the mural. Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)