

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	25-september- 2023
Team ID	NM2023TMID05030
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
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
- 3-5 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 this 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 Supplement to run a happy and productive session.

Open article

#### 1 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

How might we [your problem statement]?

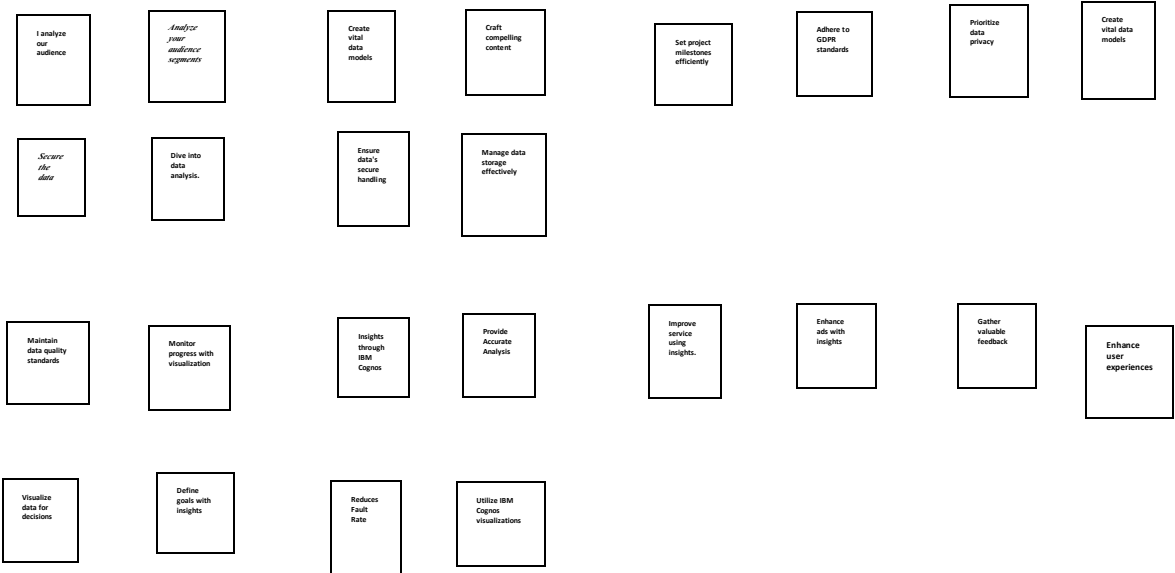
#### Key rules of brainstorming

To run a smooth and productive session

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

**Problem**

The real problem is there is no proper visualizations for analysing data. So by using “IBM COGNOS ANALYSIS” we can provide our solutions through various visualizations for our topic “Leveraging Data Analysis for Optimal Marketing Campaign Success”



## 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 select color to start drawing!

**PERSON 1**

- Save time and increase accuracy
- Unpack user experience

**PERSON 2**

- Match it against the relevant question
- Unpack user experience
- Offer insights into user behavior
- Unpack user experience

**PERSON 3**

- Enables personalized content delivery
- Supports faster issue resolution
- Helps identify knowledge gaps
- Increases satisfaction

**PERSON 4**

- Adapts to changing user
- Can handle larger volume
- Reduces ops
- Improves consistency of tag assignment

### PERSON 5

- Adapt to changes effectively
- Enhance your SEO tactics
- IBM Cognos ensures data compliance and privacy
- Sell smarter with visualizations

**3**  
**Group ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Adapts to changing user

Assign tags automatically

Unpack user experience

Facilitate on-boarding

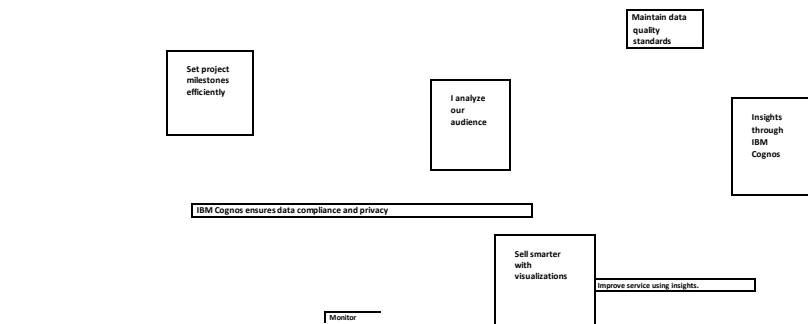
Reduces ops

Supports faster issue resolution

Increases satisfaction

Helps identify knowledge gaps

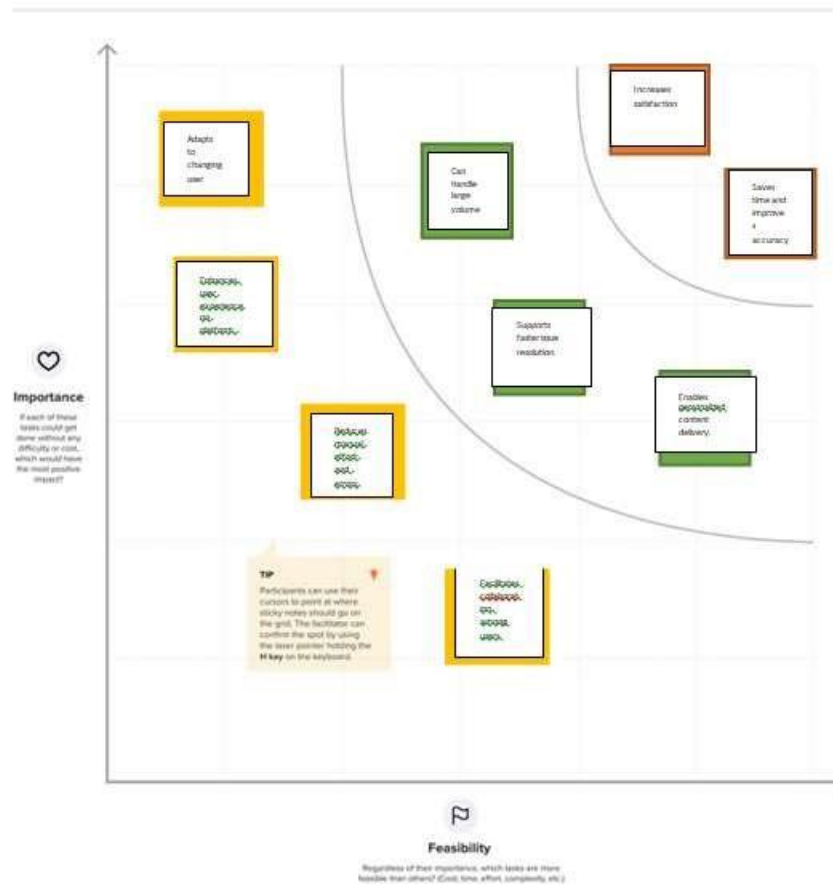
## Step-3: Idea Prioritization



### 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.

🕒 30 minutes



improve  
service  
using  
insights.