

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	28 April 2023
Team ID	NM2023TMID11053
Project Name	Path to Prosperity
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

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

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➔

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.

[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

PROBLEM

How might we analyse data from the financial independence subreddit on Reddit to gain insights into the strategies and habits of individuals who have achieved financial independence?

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

2

Brainstorm

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

🕒 10 minutes



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 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.

To understand the attitudes and feelings of individuals who have achieved financial independence.

Conducting surveys or interviews to gain additional insights into their habits, behaviors, and strategies for achieving financial independence.

Conduct sentiment analysis will help you identify common challenges and motivators for people pursuing financial independence.

Compare the personal finance books and blogs, to identify commonalities and differences in the strategies

Analyze the key success factors, habits, and behaviors of individuals who have achieved financial independence.

Conduct surveys or interviews with members of the financial independence subreddit to gain additional insights into their habits, behaviours, and strategies for achieving financial independence.

Compare the strategies of different people and their progress over time

To identify patterns and trends in achieving financial independence data

compare your findings to external data sources to validate your insights.

Analyze the frequency of posts related to financial independence, as well as the number of upvotes and comments they receive. This will help you identify the most popular topics and strategies

Conduct a network analysis to identify the most influential members of the subreddit and the relationships between them.

Step-3: Idea Prioritization

4

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

