Ideation Phase
Brainstorm & Idea Prioritization

Date	07 OCT 2023
Team ID	NM2023TMID09424
Project Name	Globetrek Insights: Navigating Global Country Data With Ibm Cognos

Brainstorm & Idea Prioritization:

Problem statement

Understanding and utilizing vast global country data can be overwhelming. We need to prioritize ideas for "Globetrek Insights" to focus on the most valuable insights and overcome resource constraints.

Project goals:

Prioritize Ideas: Identify and select the most impactful insights to extract from global country data.

Enhance Focus: Streamline project efforts to ensure meaningful outcomes.

Resource Optimization: Make efficient use of available resources, including time and budget.

Align with Objectives: Ensure that the selected ideas align with the broader goals of "Globetrek Insights."

Brainstorm:

Gather the team for creative brainstorming sessions.

Encourage open discussion and idea generation.

Use IBM Cognos capabilities to identify data-driven insights.

Consider potential data sources and variables for analysis.

Keep an eye on the long-term impact of each idea.

Document all generated ideas for evaluation.

Project Objectives:

Generate a List of Ideas: Conduct brainstorming sessions to generate a list of potential insights and data points to explore.

Assess Impact: Evaluate each idea's potential impact on decision-making and global understanding.

Prioritize Ideas: Rank the generated ideas based on their significance and feasibility.

Alignment Check: Verify that the prioritized ideas align with the overarching project objectives.

Resource Planning: Allocate resources effectively to execute the chosen ideas.

Implementation: Begin implementing the selected ideas in collaboration with the IBM Cognos platform.

Feedback Loop: Establish a feedback mechanism for continuous improvement throughout the project.

Idea Prioritization:

Evaluate each idea's feasibility and potential impact.

Prioritize ideas that align with the project's goals and objectives.

Consider resource availability and constraints.

Select a manageable number of ideas for implementation.

Keep a record of prioritized ideas for reference.