

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	29 October 2023
Team ID	NM2023TMID06870
Project Name	Globe Trek Insights: Navigating Global Country Data with IBM Cognos
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

Reference: <https://app.mural.co/t/noqueuerushestimato3868/m/noqueuerushestimato3868/1698745309107/f810afbd808370b20a93f4f2eb6fcfb4feec6c0?sender=u2c3ffb9629067cc9963a0330>

#### 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

➔

### 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

GlobeTrek Insights seeks to efficiently analyze and visualize global country data using IBM Cognos for informed decision-making and strategic planning.

🕒



#### 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

**Person 1**

Get feedback, Help, Feedback, Get feedback, Help, Feedback

**Person 2**

Feedback, Feedback, Feedback, Feedback, Feedback, Feedback

**Person 3**

Feedback, Feedback, Feedback, Feedback, Feedback, Feedback

**Person 4**

Feedback, Feedback, Feedback, Feedback, Feedback, Feedback

### 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** You can select a sticky note and hit the pencil button to select/turn to edit drawing.

**TIP** Add custom tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as you go, before your mural.

## 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.

30 minutes

**TIP** Prioritize your ideas using a 2x2 matrix. Ideas that are high importance and low feasibility should go in the top-left quadrant. The bottom-right quadrant is for ideas that are low importance and high feasibility. Use these quadrants to help you decide which ideas to pursue.

### 5 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**  
Make a virtual 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 share with stakeholders or others, or even to your phone.

**Keep moving forward**

**Working blueprint**  
Outline the implementation of a new idea or strategy.  
Open the template >

**Customer experience journey map**  
Understand customer needs, motivations, and behaviors for an experience.  
Open the template >

**Strengths, weaknesses, opportunities & threats**  
Identify Strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
Open the template >

**Share template feedback**