Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID07259
Project Name	Analytics tool For Placements
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement

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 sketch) icon to start drawing!

Person 1

| Fear of Placement rate | placement Rate | No of people placed |

Person 3

| Placement based on Stream of study | Placement based on Board of category | Analysis based on specialisation |

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 and 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.

Person 2

| impact of recession | Placement report | placement data analysis based on gender |

Person 4

| Analysis based on salary | Analysis based on MBA-points secured | Analysis based on work experience |

Grouped notes:
- Fear of Placement rate
- impact of recession
- placement Rate
- Placement based on Stream of study
- Placement based on Board of category
- No of people placed
- Placement report
- Analysis based on MBA-points secured
- Analysis based on work experience
- Analysis based on salary

Step-3: Idea Prioritization

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Sticky notes placed on chart:
- Analysis based on work experience
- Analysis based on MBA-points secured
- Analysis based on salary
- Placement report
- Fear of Placement rate
- No of people placed
- Placement based on Board of category
- Placement based on Stream of study
- impact of recession
- placement Rate