


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



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.

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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 make a
Analytics Tool for
Placements?



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

Fear of Placement rate

placement Rate

No of people placed

Person 2

impact of recession

Placement report

placement data analysis based on gender

Person 3

Placement based on Stream of study

Placement based on Board of category

Analysis based on specialisation

Person 4

Analysis based on salary

Analysis based on MBA-points secured

Analysis based on work experience

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

Fear of Placement rate

impact of recession

placement Rate

Placement based on Board of category

Placement based on Stream of study

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

