

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID08133
Project Name	Data-Driven Insight on Olympic sports participation and performance
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.

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.

Reference:

<https://app.mural.co/t/bathalapraveen2478/m/bathalapraveen2478/1698240225856/c543f612dffbc6ed79ff6d9c0c760745bd7d4ca4?sender=uae07362c0cb68d32f91b7784>

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



Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

15 minutes to prepare
30-60 minutes to collaborate
3-8 people recommended

Created in partnership with

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.

15 minutes

- Choose your best "How Might We" Questions**
Create 5 H-MW statements before the activity to propose them to the team.
- Set the stage for creativity and inclusivity**
Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.
 - Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
 - Defer judgement** (This can be as direct as harsh notes or as subtle as a condescending tone or talking over one another.)
 - Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
 - Stay focused on the topic at hand**
 - Have one conversation at a time**
 - Be visual** (Draw and/or upload to show ideas, whenever possible.)
 - Go for quantity**
- Interested in learning more?**
Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.
[Open the website](#)

1 Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

How might we... [insert problem statement here?]

How might we... [insert problem statement here?]

How might we... [insert problem statement here?]

How might we... [insert problem statement here?]

How might we... [insert problem statement here?]

Step-2: Brainstorm, Idea Listing and Grouping



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Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

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Person 5	Person 6	Person 7	Person 8
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Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

🕒 15 minutes

TIP

You can use the Voting **cards** tool shown to focus on the strongest ideas.

Step-3: Idea Prioritization

4-3-5

4 people - 3 ideas - 5 minutes
will give you 108 ideas built
on each other

Created by  AppHaus

PURPOSE

With the 4-3-5 method, you can easily create a lot of ideas and encourage participants to build ideas off of each other.

SETUP



PEOPLE
3 - 6



TIME
1 HOUR



EXPERIENCE
INTERMEDIATE

STEPS

- ☐ Start brainstorming (30 min)
- ☐ Cluster and vote (30 min)

TIPS FOR MODERATION

If you have to cut time, give three minutes instead of five minutes in the first round of brainstorming. Make sure to have enough time to read the existing ideas.

PREREQUISITES

Problem statement:
Point of view

Problem statement:
How might we...

RECOMMENDED FOR

Design phase



RESOURCES



"Understanding the key challenges and motivations of Olympic athletes to enhance

1. Start brainstorming (30 min)

Select one panel and replace [Participant #] with your name. Begin ideation on the first row of sticky notes in your panel.



2. Cluster and vote (30 min)

Bring your ideas to the box on the left. Add your ideas to either existing clusters or create new ones. Vote for which best fulfills your problem statement.

	praveen	venkatnandhan	arun	purushotham
	arun	praveen	purushotham	venkatanandhan
Need to conduct more program to improve sport.	venkat	purushotham	praveen	arun