

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	12 October 2023
Team ID	PNT2022TMID591190
Project Name	Empowering The Future: A Literacy Rate Analysis for A Better Future Tomorrow
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 number of creative solutions.

#### 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

**Maithreyi A**  
**Tejas K**  
**Kiran Chandran H**

B

### Set the goal


In the upcoming brainstorming session, the central problem is improving literacy rates in India and addressing the challenges faced by those with limited literacy skills.

C

### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



### Define your problem statement


How might we enhance literacy rates and provide effective literacy education to individuals in India, especially those facing economic and social barriers due to limited literacy skills?

5 minutes

PROBLEM

How might we [your problem statement]?

1. How might we make literacy education more accessible to underserved populations in India?
2. How might we create engaging and tailored literacy programs for adults who want to improve their literacy skills?
3. How might we raise awareness about the importance of literacy to encourage more individuals to seek education?
4. How might we leverage technology and digital resources to make literacy education more inclusive and effective?



### Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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

#### TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

#### Maithreyi A

Develop data-driven tools to assess literacy levels, helping educators tailor programs to individual needs.

Analyze the effectiveness of different literacy content, determining which materials and methods yield the best results.

Create heatmaps of literacy centers' accessibility, considering factors like proximity to public transportation and urban planning.

Profile populations with low literacy rates, examining age groups, gender, and socioeconomic factors to tailor interventions.

#### Tejas K

Create a digital platform to track the progress of literacy learners, enabling data-driven adjustments to teaching methods.

Analyze attendance and dropout trends to identify critical points where interventions are needed.

Analyze the cost-effectiveness of technology-based literacy programs and their impact on improving literacy rates.

Analyze how efficiently resources like teaching staff and infrastructure are used in literacy programs, optimizing their deployment.

#### Kiran Chandran H

Use predictive modeling to identify learners at risk of dropping out and intervene to keep them engaged.

Develop key metrics to track and evaluate learners' progress in literacy programs, enabling continuous improvement.

Collect and analyze literacy rate data across regions and demographics to identify areas with the most significant gaps.

Use demographic data to identify regions and populations with the greatest need for literacy programs.

## 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

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### Cluster 1: Literacy Rate Analysis

Analyze literacy rate data across regions and demographics.

Profile populations with low literacy rates based on age, gender, and socioeconomic factors.

Utilize geospatial data to map areas with limited literacy resources.

### Cluster 2: Program Evaluation and Improvement

Develop key metrics for tracking and evaluating learners' progress in literacy programs.

Evaluate the effectiveness of literacy materials and curricula through user feedback and performance data.

Analyze attendance and dropout trends to identify critical intervention points.

### Cluster 3: Resource Optimization

Optimize the allocation of funds in literacy initiatives to ensure efficient resource distribution.

Assess the efficiency of resource utilization, including teaching staff and infrastructure in literacy programs.

Track the budget allocation to ensure resources are deployed for maximum impact.

### Cluster 4: Social Impact Measurement

Develop KPIs for measuring the social impact of improved literacy, such as increased employability and income.

Analyze the influence of social media and influencers on literacy campaigns.

Assess the cost-effectiveness of technology-based literacy programs and their impact on improving literacy rates.

## Step-3: Idea Prioritization

4

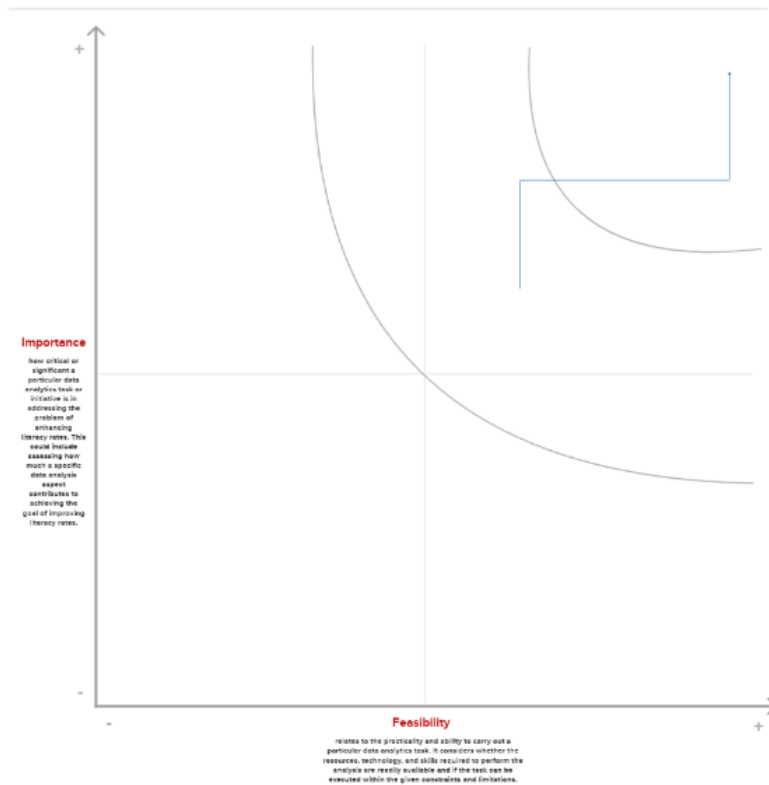
### Prioritize

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.

⌚ 20 minutes

#### TIP

Participants can use their fingers to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **M** key on the keyboard.



➔

### 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](#)  
Share a view 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 attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- [Strategy blueprint](#)  
Define the components of a new idea or strategy.  
[Open the template →](#)
- [Customer experience journey map](#)  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- [Strengths, weaknesses, opportunities & threats](#)  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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