

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	13 October 2023
Team ID	Team- 591157
Project Name	Uncovering Business Formation Insights in the U.S with Tableau - A Data-Driven Approach for Strategic Decision Making.
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Summary of Process :

- **Brainstorming Session:** Team members openly shared ideas during a collaborative brainstorming session, documenting each one.
- **Idea Prioritization:** Ideas were collectively prioritized based on importance, feasibility, and potential impact.
- **Task Allocation:** Project tasks were distributed among team members based on their strengths and skills.
- **Regular Progress Meetings:** We held regular progress meetings via Google meet to share updates and ensure alignment with project goals, we completed the Task in 2 days.
- **Collaborative Decision-Making:** Decisions were made collectively, fostering open and respectful discussions.
- **Documentation and Communication:** We maintained structured documentation and used collaboration tools for communication.
- **Categorization:** Ideas were categorized based on importance and feasibility to focus on what mattered most.

This structured approach ensured project alignment with core values and utilized each team member's expertise effectively.



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.

30min Preparation

2hours of Brainstorming

4 Person Team

1

Problem Definition

The problem we're addressing is that starting a business can be very confusing and stressful for people. They need certain paperwork and have to follow government rules. We want to make this process simpler and help them understand the rules, so they can start their businesses more easily.

5 minutes

PROBLEM

Unlocking Business Insights: Navigating U.S. Business Formation with Tableau



Project Objective: Our project is centered around revealing business formation insights in the United States, employing the robust data analysis capabilities of Tableau.

Annual Business Filings: Each year, a substantial number of individuals and entities initiate the process of starting a business, commencing with the application for Employee Identification Numbers (EINs) issued by the IRS.

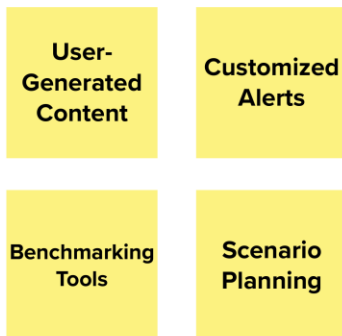
Simplification and Empowerment: Our core mission is to streamline this intricate business formation process and empower users with the ability to make well-informed, strategic decisions.

Brainstorm

A gathering of ideas that sparks innovative solutions. It's where imagination flows freely, and no idea is too wild. Whether you're solving problems, planning projects, or seeking fresh perspectives, brainstorming is where innovative solutions are born. It's an idea's playground, limited only by your creativity.

10 minutes

Srideep



Lokesh



Jayishnu



Atharv

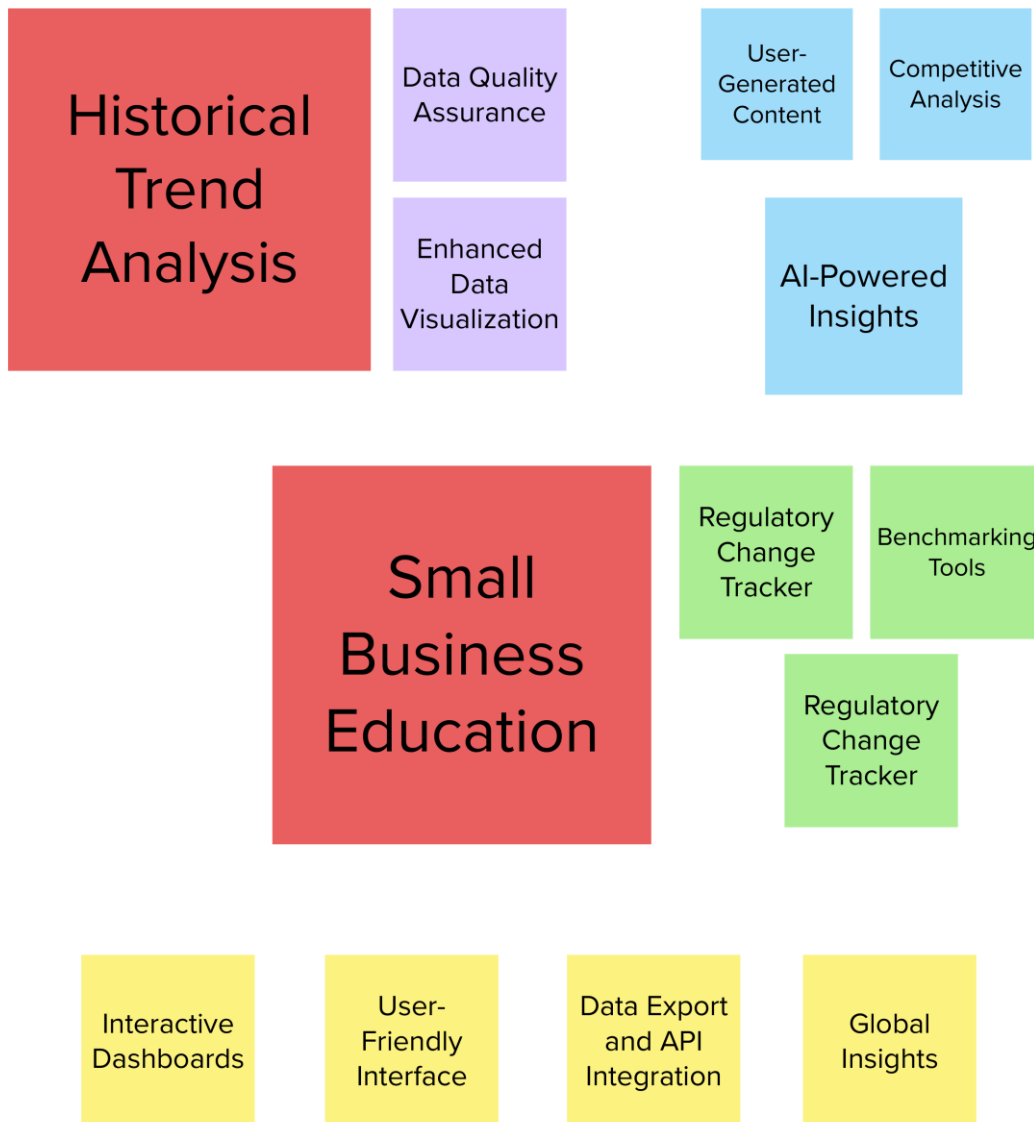


3

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



4

Prioritize

Prioritization is our project's guiding star, ensuring that resources are optimized, focus is strategic, risks are managed, and stakeholders are aligned, all of which are essential for delivering actionable business formation insights.

20 minutes

