

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	Team-592275
Project Name	Gilded Emotions: Unearthing Market Sentiments In Gold News
Maximum Marks	10 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://www.mural.co/templates/empathy-map-canvas>

#### 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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#### Define your problem statement

How might we improve the accuracy of sentiment analysis of gold news?

This problem statement is focused on the challenge of improving the accuracy of sentiment analysis tools when applied to gold news. Sentiment analysis is a complex task, and it can be difficult to accurately identify the emotional tone of text, especially when the text is about a complex topic like gold.

🕒 5 minutes

PROBLEM

How Might We to improve gold news sentiment analysis accuracy?

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

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### 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

Type your paragraph...

Develop new machine learning algorithms that are specifically designed for sentiment analysis of gold news.

Use natural language processing techniques to better understand the context of gold news articles.

Use artificial intelligence techniques to identify and mitigate the influence of the author's bias in gold news articles.

Person 2

Develop new methods for collecting and aggregating gold news data from a variety of sources

Use a hybrid approach that combines machine learning and human expertise.

Develop new methods for evaluating the performance of sentiment analysis models.

Person 3

Create a benchmark dataset of gold news articles that have been manually labeled with their sentiment.

Make sentiment analysis more accessible and affordable

Encourage collaboration between engineers and social scientists

Person 4

Create a proprietary sentiment index.

Offer APIs for sentiment data integration

Stay updated with sentiment analysis advancements and market needs.

## 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.

**Rate news source  
credibility and bias**

**Analyze sentiment  
trends and their  
impact on  
gold prices**

**Develop sentiment  
analysis algorithms  
for gold news  
sources**

**Track gold market  
influencers**

**Develop a mobile  
app for broader  
accessibility**

**Build predictive  
analytics for gold  
price movements**

**Make sentiment  
analysis more  
accessible and  
affordable.**

**Create a benchmark  
dataset of gold news  
articles that have been  
manually labeled with  
their sentiment**

**Use a hybrid approach  
that combines  
machine learning and  
human expertise**

## Step-3: Idea Prioritization

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### 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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

