

Ideation Phase

Brainstorm & Idea Prioritization

Date	18 TH OCTOBER 2023
Team ID	Team-592465
Project Name	Project- AI-Driven Online Shoppers Intentions Using machine learning.
Maximum Marks	4 MARKS

Brainstorm & Idea Prioritization Template:


The brainstorming map provided below outlines the structured approach and key steps for a project focused on AI-Driven 5G Resource Allocation. This map serves as a visual guide, helping to organize and plan the project effectively. It covers various essential phases, from data collection and preprocessing to model building and deployment, as well as user interface development and integration. The map assists in clarifying the project's objectives, activities, and potential challenges while maintaining a clear sequence of actions. It ensures that all critical aspects, from data analysis to user feedback and future enhancements, are considered in a well-structured and systematic manner.

Team Members:

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

Template



Brainstorm & idea prioritization for the topic:

Online Shoppers Intentions Using ML

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. The term does not only include buying things online but also searching for them online. In other words, I may have been engaged in online shopping but did not buy anything

we have used this template in our own brainstorming sessions so our team can unleash their imagination and start shaping concepts even if we'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.

Open article ➔

Team members:

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Defining our problem statement

How can we effectively identify and articulate the problem we aim to solve? This question emphasizes the crucial first step in any problem-solving process, ensuring a clear and focused approach to finding solutions and hence we are here as a team to put forward the problem statement

⌚ 5 minutes

PROBLEM

The project's goal is to predict whether online shoppers will make a purchase or merely engage in window shopping. It involves utilizing classification algorithms like Logistic Regression, Random Forest, and K-Means clustering to analyze online behavior.



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.



Need some inspiration?
See a finished version of this template to kickstart your work.
Open example ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Here we write down the ideas that come to our mind that address the problem statement.

🕒 10 minutes

TIP

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

Person 1

Analyze browsing patterns to predict purchase intent and offer personalized recommendations

Optimize website design based on user behavior insights.

Develop a model to detect cart abandonment and trigger targeted reminders.

Person 2

Assign a probability score to potential buyers for targeted marketing.

Group users into categories based on their online shopping behavior.

Implement pricing strategies that adapt to user preferences.

Person 3

Use ML to identify fraudulent transactions in real-time.

Predict which customers are likely to return for future purchases.

Forecast demand and optimize stock levels.

Person 4

Create recommendation systems to enhance the shopping experience.

Predict the long-term value of customers and tailor marketing accordingly.

Conduct experiments to evaluate the impact of different website changes on purchase behavior



3

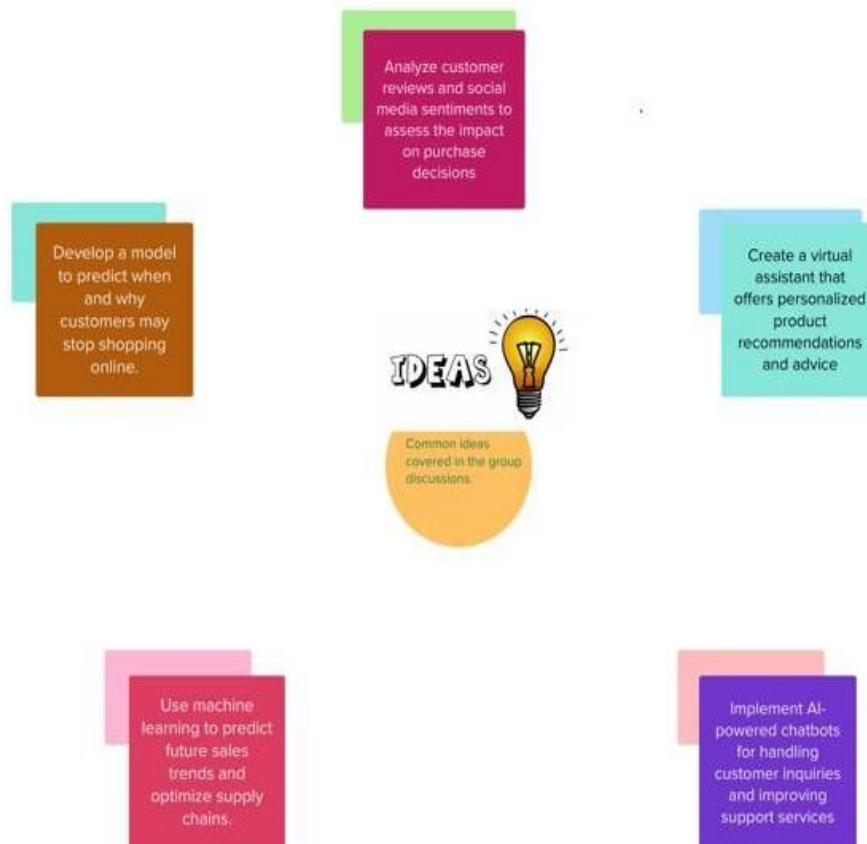
Group ideas

Taking turns sharing our ideas while clustering similar or related notes as we went on. Once all sticky notes have been grouped, we give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, we have tried and observed if we can break up into smaller sub-groups.

TIP

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

🕒 20 minutes



Step-3: Idea Prioritization

4

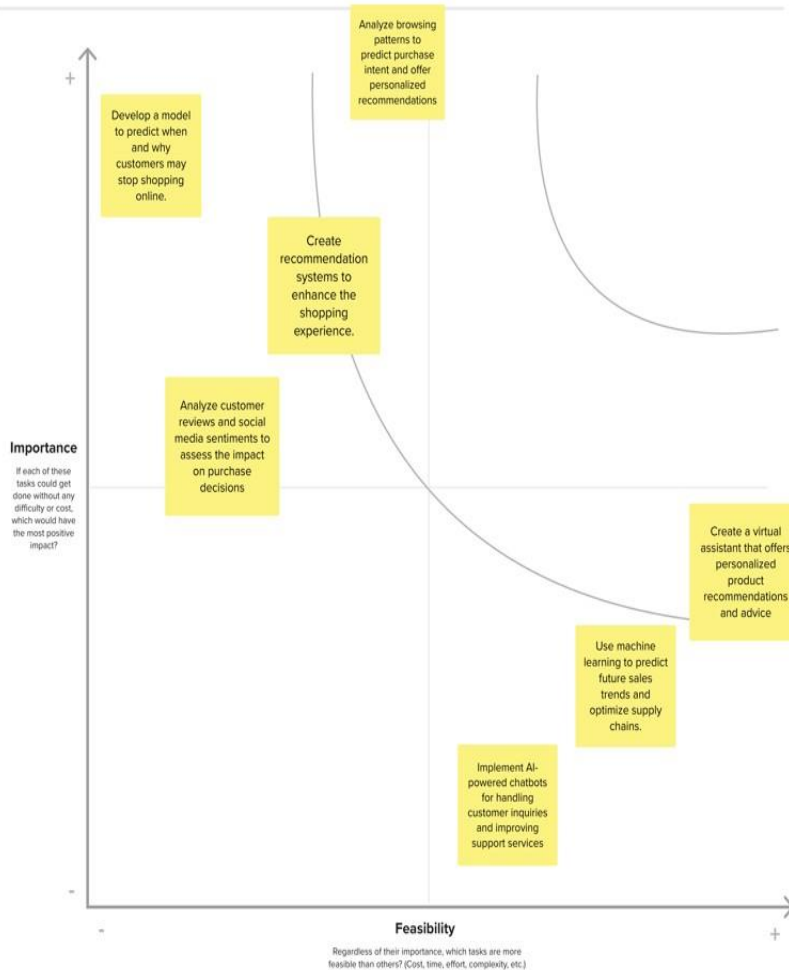
Prioritize

our team should all be on the same page about what's important moving forward. we have tried place our 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.



→

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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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 →](#)

[Share template feedback](#)

18 October