

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	17 September 2022
Team ID	PNT2022TMID48371
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

#### Reference:

<https://app.mural.co/invitation/mural/student2210/1663380593261?sender=u0644c443e5d1b496b1571515&key=b19b1a54-83a1-4b55-9351-dccc6631ec97>

### 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

2-4 people recommended

Show template feedback

1

**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

2

**Team gathering**

Define who must participate in this session and send an invite. Make a request, invitation or pre-work sheet.

3

**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

4

**Learn how to use the facilitation tools**

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

Open article

1

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

2

**Problem Statement**

How might I create a solution that will help me provide a great product to customers in light of limited budget and resources? I will create a solution that will help me provide a great product to customers in light of limited budget and resources.

3

**Key rules of brainstorming**

To set an incredible and productive session

Stay in topic

Encourage wild ideas

Defer judgement

Build on others

Go for volume

It's possible, be visual

## Step-2: Brainstorm, Idea Listing and Grouping

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

15 minutes

### Group Ideas

Take turns creating your ideas, while clustering similar or related ideas as groups. In the last 5 minutes, give each cluster a name for later. It's easier to begin with an idea, then, try and see if you can break it up into smaller sub-groups.

10 minutes

#### Brainstorming

Problem Statement	Brainstorm	Grouping	Group Name
How can we improve the user experience of our mobile app?	1. Simplify the onboarding process	1. Simplify the onboarding process	1. Simplify the onboarding process
	2. Add a tutorial for new users	2. Add a tutorial for new users	2. Add a tutorial for new users
	3. Improve the search functionality	3. Improve the search functionality	3. Improve the search functionality
	4. Add a feedback loop	4. Add a feedback loop	4. Add a feedback loop
	5. Optimize the app's performance	5. Optimize the app's performance	5. Optimize the app's performance

#### Grouping

##### STOCK HANDLING

- 1. Simplify the onboarding process
- 2. Add a tutorial for new users
- 3. Improve the search functionality
- 4. Add a feedback loop
- 5. Optimize the app's performance

##### ANALYSIS FOR STOCK MAINTENANCE

- 1. Simplify the onboarding process
- 2. Add a tutorial for new users
- 3. Improve the search functionality
- 4. Add a feedback loop
- 5. Optimize the app's performance

##### USER ANXIETIES

- 1. Simplify the onboarding process
- 2. Add a tutorial for new users
- 3. Improve the search functionality
- 4. Add a feedback loop
- 5. Optimize the app's performance

##### INVENTORY ALERT

- 1. Simplify the onboarding process
- 2. Add a tutorial for new users
- 3. Improve the search functionality
- 4. Add a feedback loop
- 5. Optimize the app's performance

##### PERFORMANCE AND EFFICIENCY

- 1. Simplify the onboarding process
- 2. Add a tutorial for new users
- 3. Improve the search functionality
- 4. Add a feedback loop
- 5. Optimize the app's performance

## Step-3: Idea Prioritization

### 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