

Ideation Phase

Brainstorm & Idea Prioritization

DATE	29 JULY 2025
TEAM ID	PNT2025TMID13974
PROJECT NAME	COSMETICS MANAGEMENT SYSTEM
MAXIMUM MARKS	

Step 1: Team Gathering, Collaboration, and Problem Statement Selection

As the sole team member, I adopted different personas including:

- Store Manager – for operational oversight
- Inventory Manager – for product stock tracking
- Sales Associate – for customer interaction insights
- Customer – for user experience feedback

These simulated roles enabled a multi-angle analysis of the core challenges faced in cosmetics retail.

Problem Statement:

“How might we build a centralized Salesforce solution to manage cosmetic store operations including inventory tracking, customer engagement, and real-time sales analytics, to streamline workflows and improve service quality?”

Step 2: Brainstorming, Idea Listing, and Grouping

A solo brainstorming session was conducted using virtual sticky notes. The objective was to generate as many relevant ideas as possible that align with the problem statement.

Raw Ideas Generated:

- Automatic low-stock alert system
- Track customer purchase history
- Personalized product recommendations based on skin type
- Loyalty program setup in Salesforce
- Product expiry date notifications
- Real-time sales dashboard
- Integration with WhatsApp for order updates
- Role-based staff access
- Barcode-based billing system
- Monthly sales summary emails

- Custom discount logic for loyal customers
- Multi-branch inventory synchronization

Ideas were grouped into thematic clusters:

- Inventory Management
- Customer Engagement
- Sales Optimization
- Operational Efficiency

Step 3: Idea Prioritization

A 2x2 matrix was used to evaluate ideas based on Feasibility (Ease of Salesforce Implementation) and Impact (Value to Business and Customers).

Top 3 Ideas Selected for Implementation:

1. Low-stock alert system – Ensures timely restocking and avoids product unavailability.
2. Customer purchase history tracking – Enables better customer service and personalized marketing.
3. Real-time sales dashboard – Gives managers instant insight into store performance and trends.

Conclusion

Through the structured ideation process involving brainstorming, grouping, and prioritization, the core functional requirements for the Cosmetics Store Management system were clearly identified. Despite being a solo developer, I simulated a collaborative environment by using multi-role thinking and structured documentation methods.

The prioritized features have been integrated into the Salesforce platform, forming the backbone of an efficient and scalable cosmetic store management system that improves both backend operations and customer experience.