

IDEATION PHASE BRAINSTORM & IDEA PRIORITIZATION

DATE	19 September 2022
TEAM ID	PNT2022TMID09262
TEAM LEADER	EZHIL ARASU E
TEAM MEMBERS	HRITHIK S KATHIRMANI S KUMARAN S
DOMAIN NAME	RETAIL AND E-COMMERCE
PROJECT NAME	RETAIL STORE STOCK INVENTORY ANALYTICS
MAXIMUM MARKS	2 Marks

BRAINSTORM & IDEA PRIORITIZATION:

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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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

PROBLEM

It is difficult for the retailers to manage, track and analyze the stocks and purchase due to huge mass of customers

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.

PROBLEM

It is difficult for the retailers to manage, track and analyze the stocks and purchase due to huge mass of customers

STEP-2: BRAINSTORM, IDEA LISTING AND GROUPING

2

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!

SHRIAKILANDESWARI R

Integrating the system with a mobile application
Give alerts during low stock
Cloud based software can be developed for real time access
To use data analytics to predict and forecast sales
Two-factor authentication for data security
To generate and autofill the purchase orders
The application should be able to integrate with the other app via API

DHARSHINI K

Creation of user manual to manage the stock details
Using ABC analysis to classify inventory and maintain stocks
Automatic alert when there is low stock using AI techniques
Smart watches to indicate the status of the inventory
Using Artificial Intelligence to predict the stock need
creation of apps for pre-booking with tracking of booking
IoT enabled devices for tracking shipment and stock details
creation of authorized website for stock booking, stock analysis and inventory management
Provide platform independent services

HARIPRIYA G

Track expiration date and trace defective items
Effort to maintain the lowest stock levels possible before a refill
Usage of an online data-based method for removing waste from businesses
Providing direct delivery of products to door step
Secure transaction process
Creating generic website that is customizable by third party people for easy management
Creation of user friendly application for stock analysis
open source service
Live stock tracking

KARPAGAVALLI S

Website for Tracking all purchase payables
Real time dynamic price list module
Just in time inventory control method
Product history management Application
Live stock report
Track and track product confidence score
Ensure the availability of goods and services
All transaction are maintained in a secured manner

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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



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STEP-3: IDEA PRIORITIZATION

