

## IDEATION PHASE

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

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- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run 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

**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 an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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

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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

#### 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  
Centralize store the supplier and the purchase details  
Multi-currency support system in different countries  
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 virtual notebook to manage the stocks 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 trend  
Creation of apps for pre-booking with tracking of booking  
IoT enabled devices for tracking shipment and stock details  
Creation of automated system for stock issuing, stock expiry and inventory management  
Provide platform independent services

#### HARIPRIYA G

Track expiration dates and trace defective items  
Effort to maintain the lowest stock levels possible before a refill  
Usage of six sigma a data-based method for removing waste from businesses  
Providing direct delivery of products to door step  
Secure transaction process  
Creating generic service that is understandable by most regular people the stock 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  
Tracking or Product history management Application  
Live stock report  
Smooth and seamless communication and service  
Ensuring the availability of goods and services  
All transaction are maintained in a secured manner

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### 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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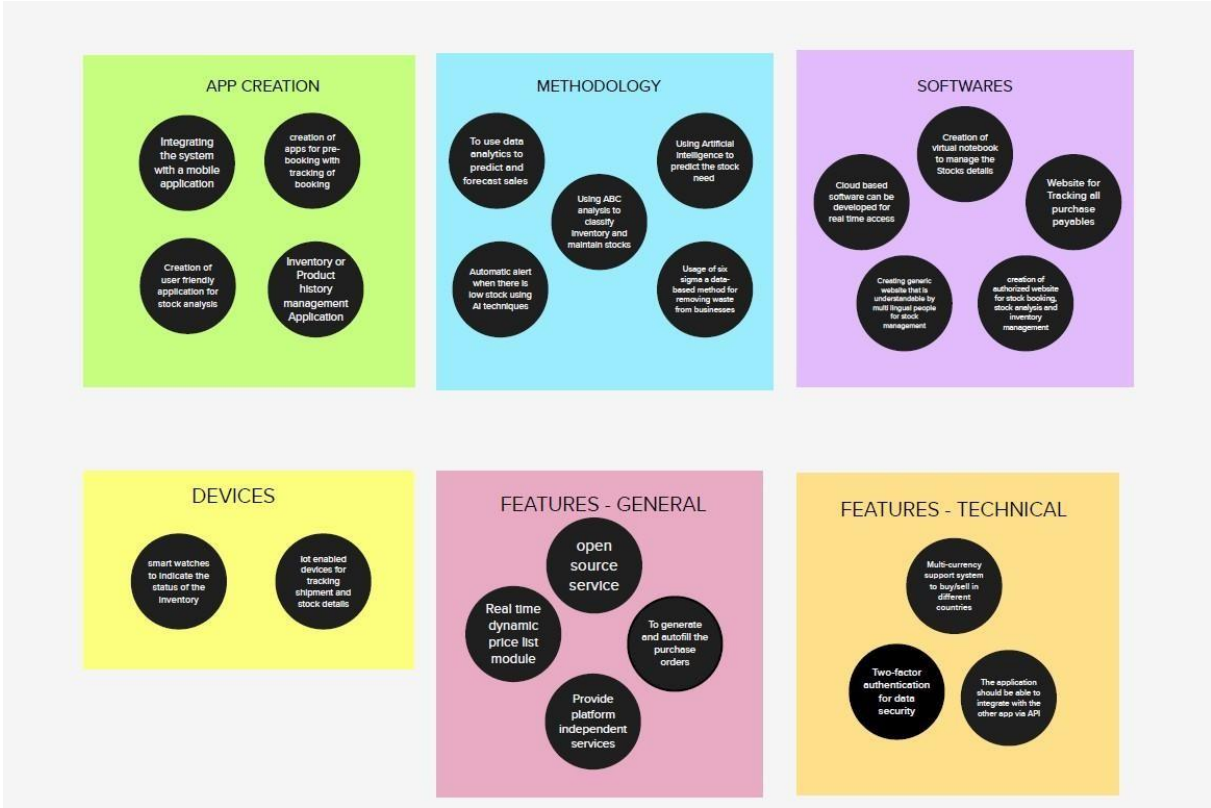
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**STEP-3: IDEA PRIORITIZATION**

