


## Ideation Phase

### Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID13052
Project Name	Data Analytics for DHL Logistics Facilities
Maximum Marks	4 Marks

#### 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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**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](#) ➔

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

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**PROBLEM**

To Provide Analytics to Improve New Marks and Grow the Business



#### Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

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

2

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

🕒 10 minutes

ADITYA

Brainstorming ideas

Brainstorming ideas

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Brainstorming ideas

3

**Group ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

User name and Password

Adding details

Personal details

User Account

Get input from user

Data Analytics For DHL Logistics Facilities

Monitoring process

Suggesting mode of delivery according to customer need

User location details

Contact number

Product details

Tracking the product

Contact Details

Delivery by train

Delivery by airlines

Delivery by Bike

## Step-3: Idea Prioritization

4

**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

Monitoring Graph

Preparing data for Execution

Safety and Security

Data prediction

Contact & support

Maintain Dataset

Testing the process and debugging

Transport management

Tracking System

Feasibility

Regardless of these importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)