

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID08062
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



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

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➔ 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 prework 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

PROBLEM

To give the best data presentation to improve Retail stores and avoid over stockage and out of stockage

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.



Need some inspiration?
See a featured selection of this template for inspiring your team.
[Open inspiration](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

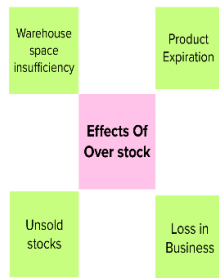
Brainstorm

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

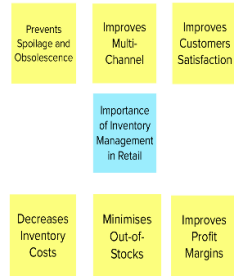
🕒 10 minutes

TIP
You can select a sticky note and hit the pencil icon to start drawing!

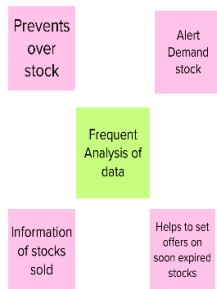
Naveena M



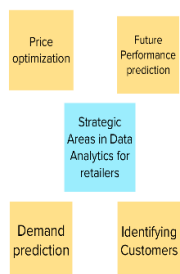
SHREYAS M



SHAMINI B



SUBASH A L



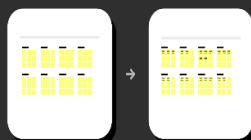
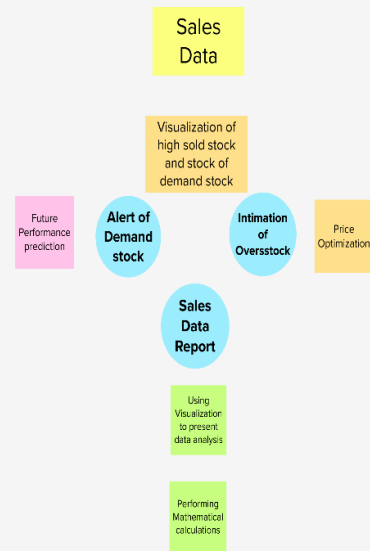
3

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

TIP
Add color-coded tags to sticky notes to group (color by tag, browse, organize, and compare important ideas as themes with your mural).



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

