

# Brainstorm & Idea Prioritization

Date	20 September 2022
Team ID	PNT2022TMID26994
Project Name	Project – Inventory Management System for Retailers
Maximum Marks	4 Marks

**Brainstorm & Idea Prioritization :** 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.

## 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.

- 40 minutes to prepare
- 15 minutes 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](#)

- [Team gathering](#)  
Define who should participate in the session and ensure you have enough information to proceed ahead.
- [Set the goal](#)  
Think about the problem you're focusing on solving in the brainstorming session.
- [Learn how to use the Facilitation tool](#)  
Use the Facilitation tool to help you with a topic and problem statement.

[Open article](#)

### 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](#)

How might we solve the problem statement?

### Key rules of brainstorming

To ensure great outcomes in your session:

- Stop to think
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- It's possible, be visual

### Brainstorm

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

[10 minutes](#)

Goal of

Clarify the problem statement and define the scope of the project.

Learnings

Identify the key challenges and opportunities.

Key insights

Identify the key insights and opportunities.

Problem solved

Identify the key insights and opportunities.

### 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.

[30 minutes](#)

MONITORING

Monitor the system and ensure it is working correctly.

ANALYSING

Analyze the data and identify trends.

TRACKING

Track the system and ensure it is working correctly.

PAYMENT

Process the payment and ensure it is working correctly.

EASY ACCESS

Ensure the system is easy to use.

PROCESSING PRODUCTS

Process the products and ensure they are working correctly.

CUSTOMER INFO

Manage the customer information and ensure it is working correctly.

RECEIPT

Issue the receipt and ensure it is working correctly.

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

[30 minutes](#)

Importance

How important is the idea to the business?

Feasibility

How feasible is the idea to implement?

### After you collaborate

You can export the mind as an image or pdf to share with members of your company who might find it helpful.

[Share the mind](#)  
Share a new link to the mind with collaborators to keep them in the loop about the outcomes of the session.

[Export the mind](#)  
Export a copy of the mind as a PDF or PNG to share with others. To export, include a title, a description, or search your drive.

[Keep moving forward](#)

[Strategy blueprint](#)  
Define the components of a new idea or strategy.

[Customer experience journey map](#)  
Understand customer needs, motivations, and obstacles for an experience.

[Benefits, weaknesses, opportunities & threats](#)  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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