

Ideation Phase Brainstorm & Idea Prioritization Template

Date	28 September 2022
Team ID	IBM-Project-14430-1659585582
Project Name	Global Sales Data 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

Share template feedback

1

Define your problem statement

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global supplier store.

5 minutes

PROBLEM

Your sales process is way too long?

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

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

N. yaswanth

- product availability
- company reputation
- quality
- cost comparison with the opponents

L. Manoj Kumar

- recession period launch
- Customer Churn Prediction
- Retail Price Estimation
- launch period

J. V. Mani Shankar

- social selling
- sales function
- Adopting automation
- Capturing sales trend

M. Ajit Kumar

- Customer Feedback Analysis
- Product Recommendation System
- Social Media Campaign Analysis
- Keyword Research Analysis

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

- Customer Acquisition Prediction
- Store Sales Prediction
- Marketing Campaign Optimization
- Customer Segmentation Analysis
- Customer Lifetime Value Analysis
- Targeted Promotion Optimization

Step-3: Idea Prioritization

