

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	17 September 2022
Team ID	PNT2022TMID21747
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.

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

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.

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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

How might we [your problem statement]?



Key rules of brainstorming

To run a 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 solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

BHARATH KUMAR

User Friendly

Cost Efficient

Profit gain

Huge Inventory management

DEENADHAYALAN

Fake inventory should not be stored

Managing the inventory

Stock history

Payment receipts

ABINESH

Product selling

Data should be safe

Tracking inventory

Mobile application

DINESH

It should save time and money

Should improve efficiency

Should improve productivity

History of top selling products

3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and, " and build on the ideas of other people along the way.

🕒 15 minutes

Important

User friendly

Cost efficiency

Payment receipts

Mobile application

Time

Tracking inventory

Stock history

Efficiency

should improve efficiency

should improve productivity

Step-3: Idea Prioritization

4

Prioritize

Not every idea will 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



5

After you collaborate

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

Quick add-ons

- Share the results**
Share a viewable link to the report with stakeholders to keep them in the loop about the outcomes of the session.
- Export the results**
Export a copy of the results as a PDF or JPEG to share with stakeholders. Includes a table of results and a list of ideas.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Visualize customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strength, weakness, opportunity, threat**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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