IDEATION

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.

PROBLEM:

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 Super Store.

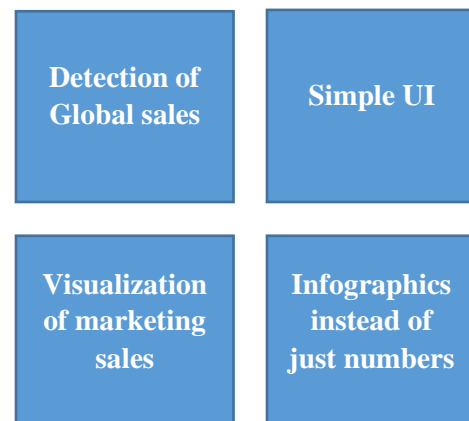**To run an smooth and productive session:**

- ❖ Stay in topic
- ❖ Defer judgment
- ❖ Go for volume
- ❖ If possible, be visual
- ❖ Listen to others
- ❖ Encourage wild idea

Write down any ideas that come to mind that address your problem statement:
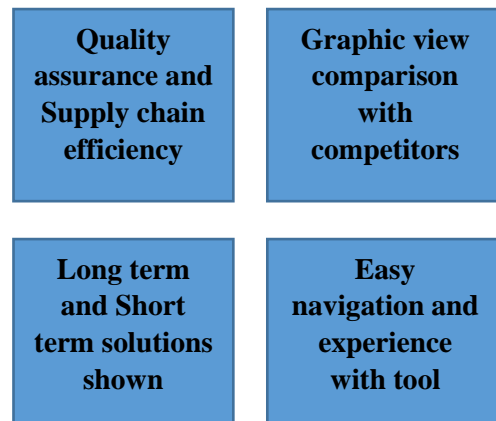
SRI RAM S

Summarising past events marketing sales	Collecting Survey Result
Interactive Dashboard	Customer Insights

SYEDTHAMEEM S

Detection of Global sales	Simple UI
Visualization of marketing sales	Infographics instead of just numbers

LOGANATHAN S

Predict the Future Sales Marketing	Forecast the Future Consumers
Examine the product's Affordability	Dynamic and realtime

MANOJ KUMAR M

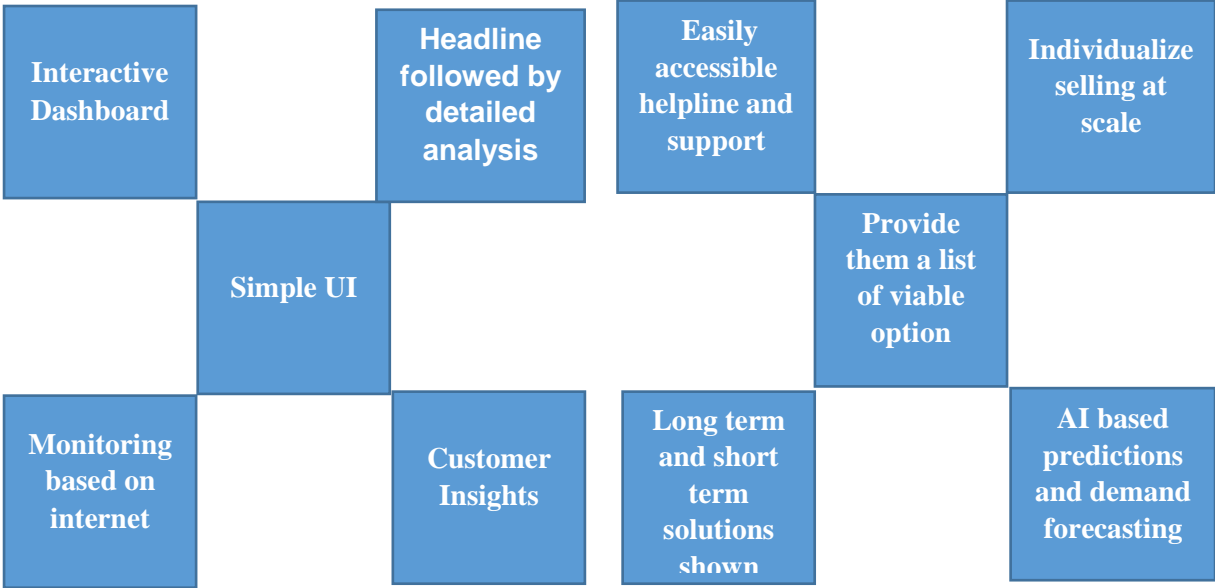|	
Quality assurance and Supply chain efficiency	Graphic view comparison with competitors
Long term and Short term solutions shown	Easy navigation and experience with tool

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 and break it up into smaller sub-groups.

INTERFACE

Interactive Dashboard

Headline followed by detailed analysis

Simple UI

Monitoring based on internet

Customer Insights

NECESSARY FEATURE

Easily accessible helpline and support

Individualize selling at scale

Provide them a list of viable option

Long term and short term solutions shown

AI based predictions and demand forecasting

IDEA PRIORITIZATION:

Importance

Infographics instead of just numbers

Customer Insights

Simple UI

Easy navigation and experience with tool

Interactive Dashboard

Dynamic and real-time

Long term and short term solutions shown

Individualize selling at scale

Provide them a list of viable option

Accelerate revenue wit AI

AI based predictions and demand forecasting

Coach sellers with behavioural insights

Feasibility