

IDEATION PHASE

Brainstorm & Idea Prioritization

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 a 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

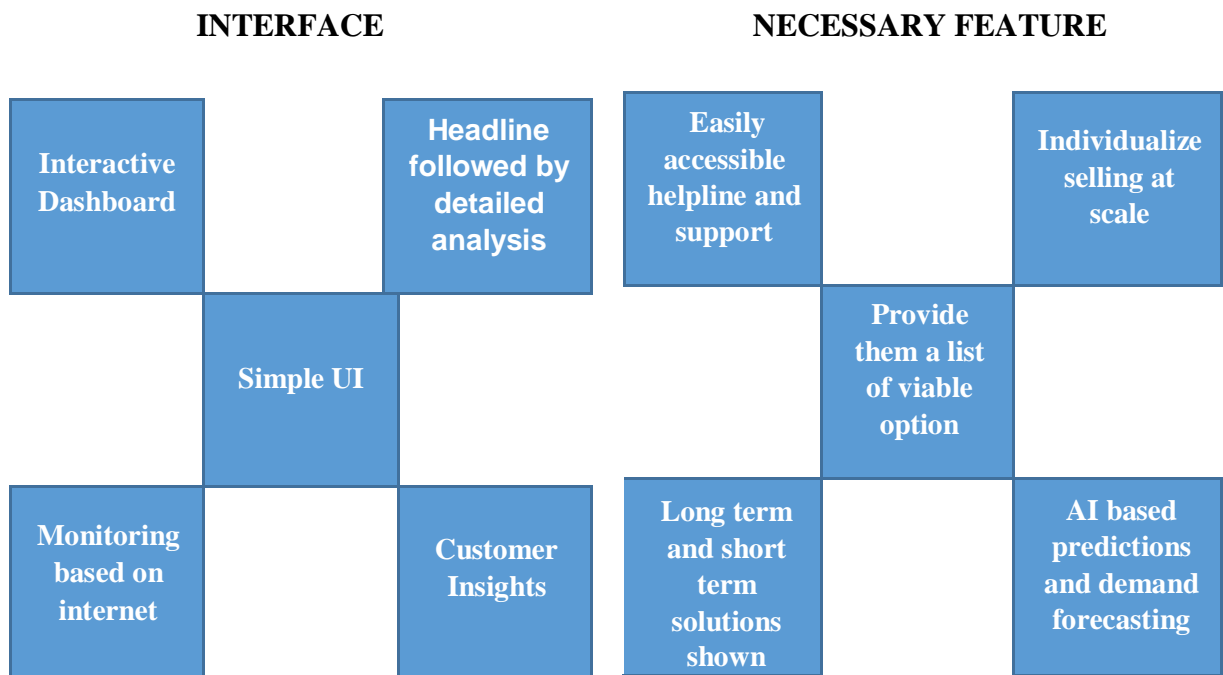
Graphic view
comparison
with
competitors

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 can break it up into smaller sub-groups.



IDEA PRIORITIZATION:

