

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	11 October 2022
Team ID	PNT2022TMID16711
Project Name	Inventory Management System for Retailers
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

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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

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

An inventory management system for both small and medium scale retailers, which should be beneficial for both retailers and customers.

🧠

Key rules of brainstorming

To run an 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

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

10 minutes

NavinRaj

- An Application that includes all the present date available inventory along with the quantity for both the customer and the retailer.
- To have a track of seasonal selling products and to keep those products in stock during the demand.
- Predicting the Future sales analysis of the products using machine learning algorithms and past data available dataset.
- Centralized transportation system among the shop branches along with the product tracking functionality.

Karthik

- Can make use of excel sheet for processing the data.
- Advertise the presence of the store in all the nearest geographic locations.
- Provide special discount for the first purchase and can add any promo with further purchase to future special discounts.
- Make sure that the store contains all the day to day vital used from day to dawn.

Gokul Krishna

- Keep a profit and loss records of all the stocks.
- Easy and fast billing system with also give idea option for the customer's effort through cash or through net banking.
- Bring RFID based product tracking system into the existence.
- Tax and GST clearance regularly.
- Providing an easy and user friendly Ecommerce site for the customers.

Vijay

- Plan appropriate strategic business plans with regard to the competitors and bring the plan noticeable among the customers.
- Keeping a track of the expiry dates of all the stock and announcing the discounts and offer for those products which is going to expire soon.
- Feedback and rating system including both the product and the retail shop service.
- Sending E-mail notification to the customer regarding the new arrivals and available stocks.

Palani Soundar

- Deciding whether to invest in a product or not using some predictive analysis of the newly arrived product.
- Enhancing customer loyalty and providing transparency in the billing.
- Scheduling all the product deliveries properly for maximum utilization of transportation.
- Make sure to have free door deliveries to the nearest areas and to avoid late deliveries.

TP
You can select a sticky note and fit the pencil (switch to select) icon to start drawing

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

Prediction and analysis

- Predicting the future sales analysis of the existing product.
- Predicting the success ratio of the new arrivals
- Providing the best selling product of different brands to the user for their purchase.

Services

- Free door deliveries and online purchases.
- 24*7 customer care service.
- Online Ecommerce service for elderly and working people.

Features

- E-mails and SMS alerts to the customers regarding the discounts and new arrivals
- Easy billing system using accounting softwares with less time consumption,
- Showcasing the customer feedback to the public regarding both the product and the store
- 24*7 opening of the store and availability of shift wise helpers in the store.

Step-3: Idea Prioritization

4 Prioritize

Your team should all 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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)