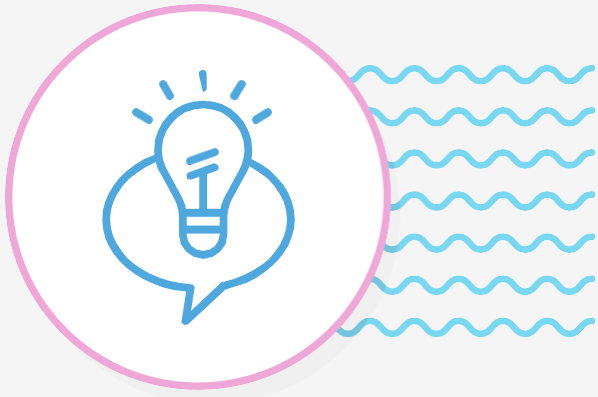


# **Ideation Phase Brainstorm & Idea Prioritization Template**

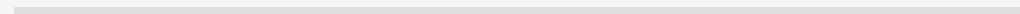
Retail Store Stock Inventory Analytics.



# 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.

Open article →



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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.

Open article



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 TO MAKE IT  
EFFECTIVE FOR A RETAIL  
STORE TO MANAGE THE  
INVENTORY AND  
INCREASE THE DATA  
ANALYTICS



## 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.



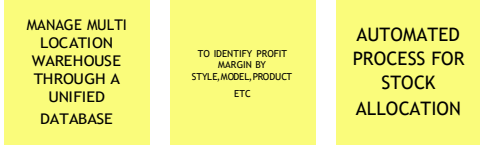
If possible, be visual.

# Brainstorm

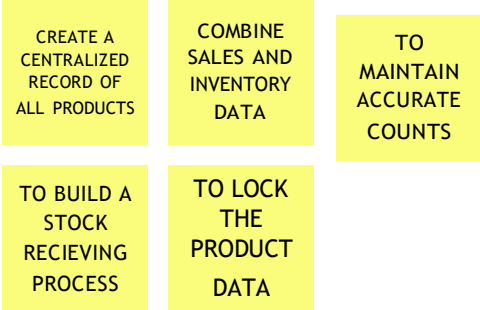
Write down any ideas that come to mind that address your problem statement.

10 minutes

## Aarthy



## Anitha



## Anncy



## Deborablesy



## 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 and break it up into smaller sub-groups.

 20 minutes

### TIME AND LOCATION BASED

TO HOARD  
ACCORDING TO  
THE DEMAND  
AND SEASON OF  
THE PRODUCT

MANAGE MULTI  
LOCATION  
WAREHOUSES  
THROUGH  
UNIFIED  
DATABASE

TO IDENTIFY  
POPULARITY  
OF THE  
PRODUCTS

TO INCREASE/DECREASE  
PRODUCT BY SEASON

TO AVOID  
OVER  
BUYING OF  
PRODUCTS

### INVENTORY,LOGISTICS

MANAGE MULTI  
LOCATION  
WAREHOUSES  
THROUGH  
UNIFIED  
DATABASE

AUTOMATED  
PROCESS FOR  
STOCK  
ALLOCATION

CREATE A  
CENTRALIZED  
RECORD OF  
ALL PRODUCTS

COMBINE  
SALES AND  
INVENTORY  
DATA

TO BUILD A  
STOCK  
RECEIVING  
PROCESS

TO MAINTAIN  
ACCURATE  
STOCK  
COUNTS

TO LOG  
THE  
PRODUCT  
DATA

TO MAINTAIN  
LOGS FOR  
BOTH  
WHOLESALE  
AND RETAIL

TO BUY IN BULK  
TO IN  
ACCORDING TO  
THE DISCOUNT  
RATE

#### TIP



Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### PRODUCT BASED

TO ANALYZE AND  
DISCONTINUE THE  
PRODUCT WHICH  
HAS LESS PROFIT  
MARGIN

DIFFERENT  
COLORS OF  
THE  
PRODUCT

TO IDENTIFY  
POPULARITY OF  
THE PRODUCT  
BY LOCATION

TO IDENTIFY  
POSSIBLE NEW  
PRODUCTS  
SIMILAR TO  
EXISTING  
POPULAR ONES


TO IDENTIFY  
AND GROUP  
SIMILAR  
PRODUCTS

TO BUY IN BULK  
ACCORDING TO  
THE DISCOUNT  
RATE

Prioritize

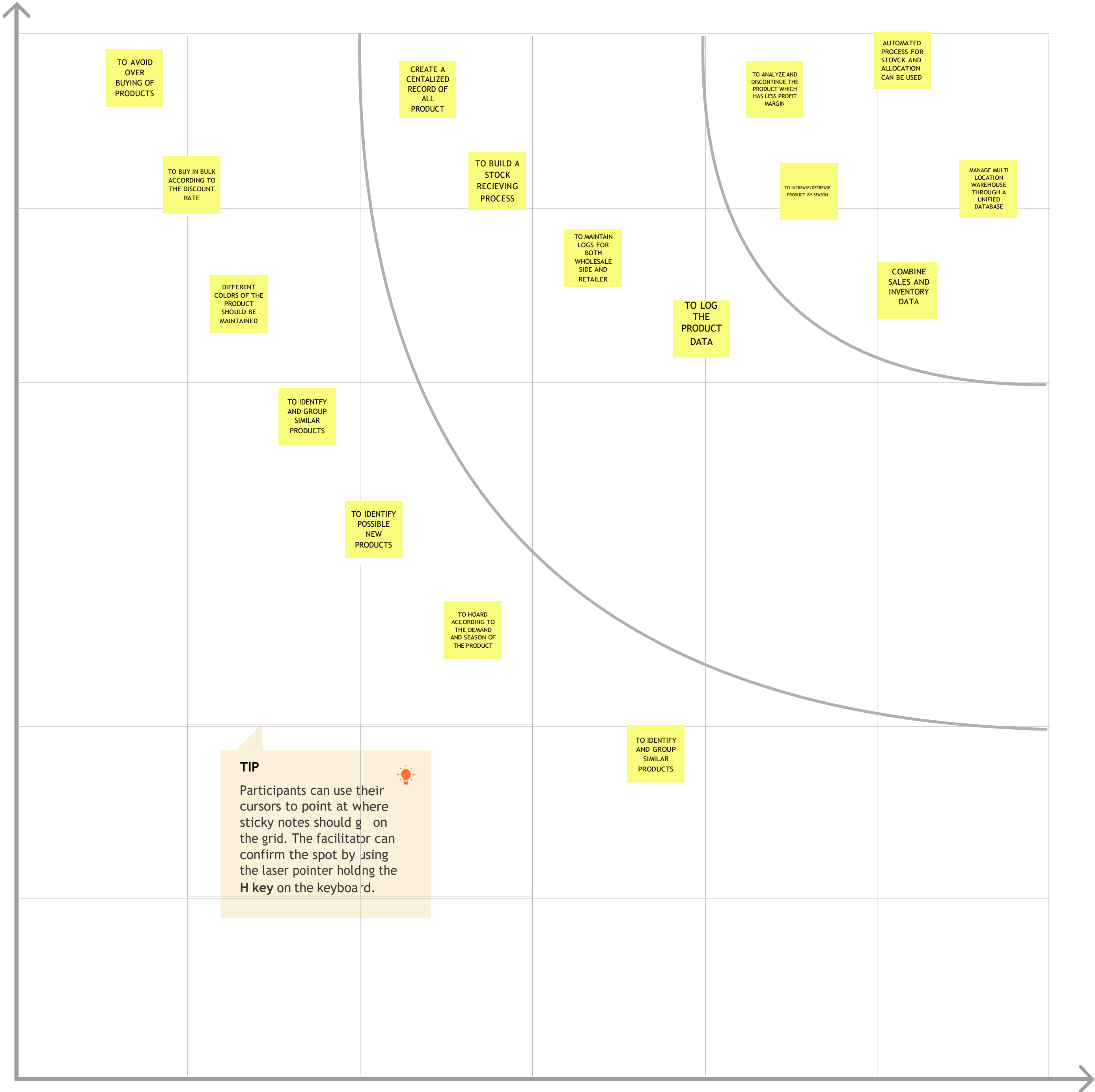
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 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.)