

Ideation Phase

Brainstorm & Idea Prioritization

Date	25 October 2022
Team ID	PNT2022TMID02315
Project Name	Inventory Management for Retailers
Maximum Marks	4 Marks

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

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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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

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

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Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Intimate Alert
people
responsive
when stock is
low

Make
Analysis

User Friendly
UI which can
be used by all
age
categories

Recognize
Prevailing
Trends

Person 2

Cost
reduction

Stock
Projection

Improved
Performance

Reduce
Wasted
Inventory

Person 3

Prevent
Understocking

Better
Forecasting
of stock
sales

Track
growing
demand

Prevent
Overstocking

Person 4

Reduce
Transportation
Cost by choosing
best time to
reorder stock

Minimize
manual
work

Reduce and
eliminate
Human
Error

Keep
Informed

3

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.

🕒 20 minutes

Perform
Inventory
Tracking

Identify
Trends

Prevent
Under-
Stocking

Prevent
Over-
Stocking

Track
growing
demand

Transportation
cost reduction

Step-3: Idea Prioritization

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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



