

Date	19September2022
Team ID	PNT2022TMID37594
ProjectName	DataAnalyticsforDHLLogisticsFacilities
MaximumMarks	4Marks

Brainstorming provides a free and open environment that encourages everyone in 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

[Share template feedback](#)

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

PROBLEM

**To Provide Analytics
to Improve New
Marks and Grow the
Business**

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,IdeaListingandGrouping

2

Brainstorm

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

🕒 10 minutes

SURYA R

Improve Resource Management	Increase the service Quality
Decrement in Cost	No damage Delivery

SURYA K

A good distribution network Design	Customer flexibility
Long Distance Delivery process	Time Management

SUBASH M

Relationship of supplier & customer	Delivery Confirmation from customer
Bandwidth of DHL services	Tracking of Product Details

KESHAV J

Improve supply chain process	Payment Management of customer
Consumer Feedback	Alternative Changes of customer in product

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 and break it up into smaller sub-groups.

🕒 20 minutes

Security and Safe	Environment Issues	needs quick service	Customer Service is available
Demand Fluctation	High Customs cost	Make Work Together	Make a Separate road line
Proper Documentation with Shipping	You can track parcel	We are responsible	Customer can Receive a Receipt
Door Step Delivery	Regular updates of the services	Economic Growth of Country	Negotiation with client and customer

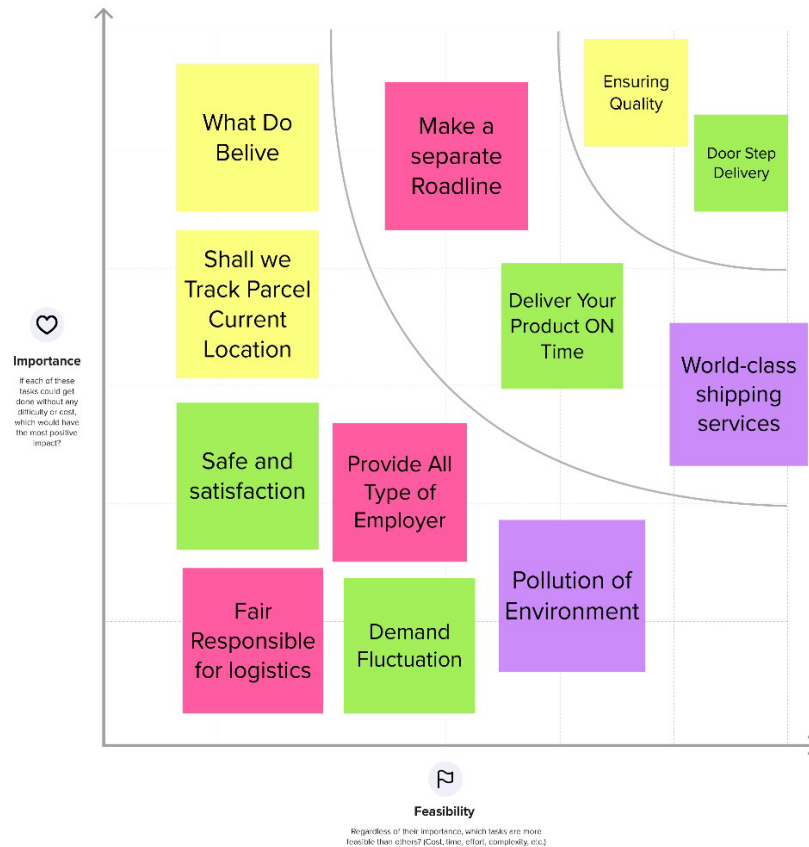
Step-3:IdeaPrioritization

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



➔

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)