Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID37594
Project Name	Data Analytics for DHL Logistics Facilities
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

Step-2:Brainstorm,IdeaListingandGrouping

2

Brainstorm

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

⏱ 10 minutes

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

SURYA R

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

SURYA K

A good distribution network Design	Customer flexiblity
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

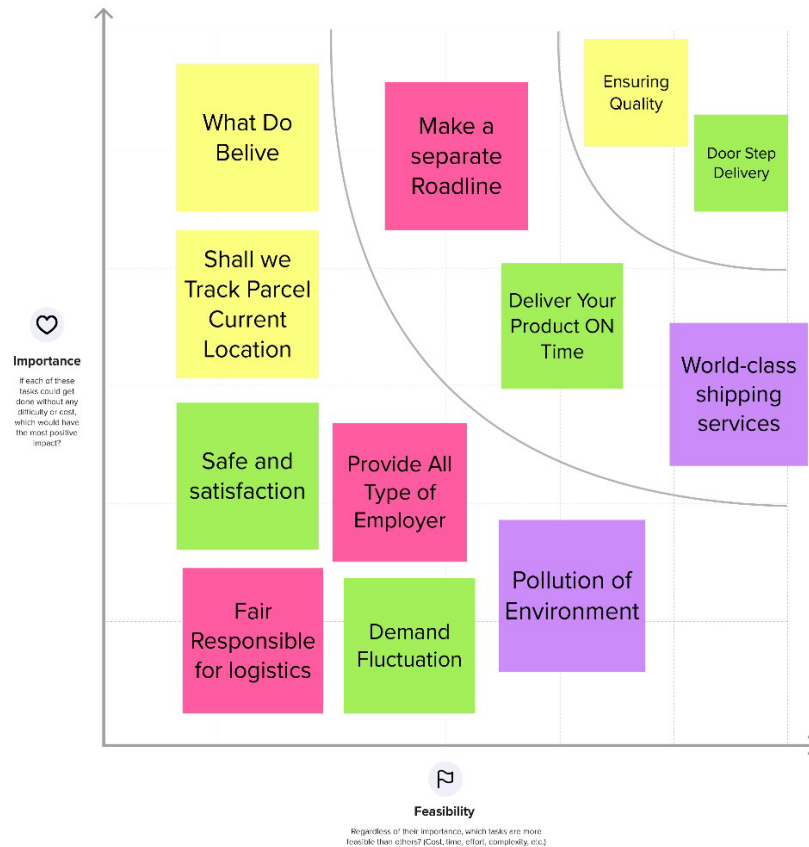|			
Security and Safe	Environment Issues	needs quick service	Customer Service is available
Demand Fluctation	High Customs cost	Make Work Together	Make a Separate road line
Proper Documentation with Shipping	You can track parcel	We are responsibile	Customer can Receive a Receipt
Door Step Delivery	Regular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

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?

- What Do Belive
- Make a separate Roadline
- Ensuring Quality
- Door Step Delivery
- Shall we Track Parcel Current Location
- Deliver Your Product ON Time
- World-class shipping services
- Safe and satisfaction
- Provide All Type of Employer
- Fair Responsible for logistics
- Demand Fluctuation
- Pollution of Environment

⚑

Feasibility

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