


## IDEATION PHASE BRAINSTORM & IDEA PRIORITIZATION

DATE	19 September 2022
TEAM ID	PNT2022TMID27847
TEAM LEADER	SHRIAKILANDESWARI R
TEAM MEMBERS	DHARSHINI K HARIPRIYA G KARPAGAVALLI S
DOMAIN NAME	RETAIL AND E-COMMERCE
PROJECT NAME	RETAIL STORE STOCK INVENTORY ANALYTICS
MAXIMUM MARKS	2 Marks

### BRAINSTORM & IDEA PRIORITIZATION:

#### 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

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**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](#) →

**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

It is difficult for the retailers to manage, track and analyze the stocks and purchase due to huge mass of customers

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.

## PROBLEM

It is difficult for the retailers to manage, track and analyze the stocks and purchase due to huge mass of customers

## 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!

#### SHRIKILANDESWARI R



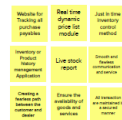
#### DHARSHINI K



#### HARIPRIYA G



#### KARPAGAVALLI S



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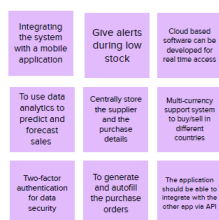
### Group ideas

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 can break it up into smaller sub-groups.

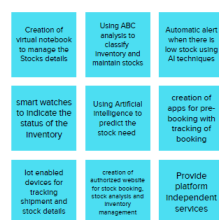
20 minutes



#### SHRIKILANDESWARI R



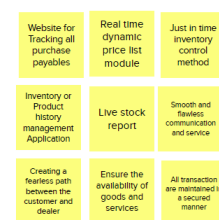
#### DHARSHINI K

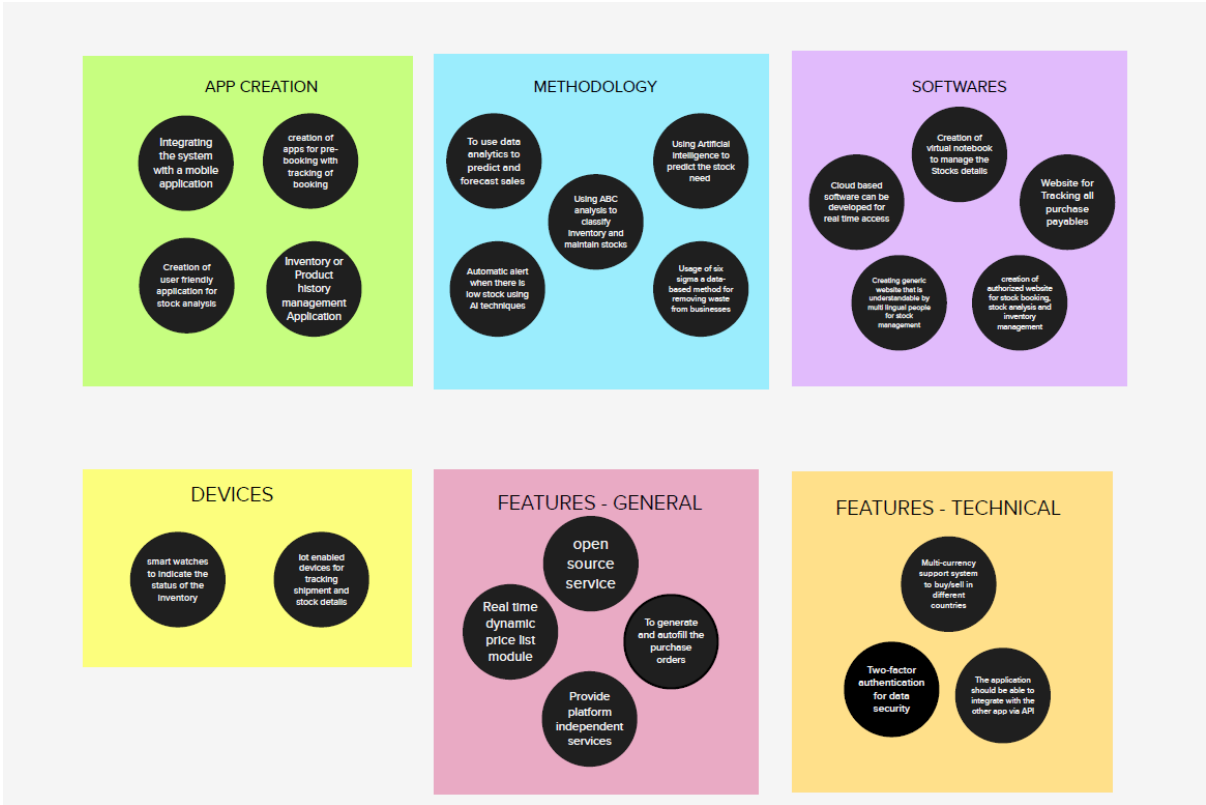


#### HARIPRIYA G



#### KARPAGAVALLI S





**STEP-3: IDEA PRIORITIZATION**

