


Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID02121
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

 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

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


How to overcome difficulties of Inventory Stock Management ?


**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

2

Brainstorm

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

🕒 10 minutes

Person 1

Improve Inventory	Identify User Preferences	Efficient operation
Recommend Relevant Products	Smart Chat Bot	Customer satisfaction
Recognize promising trends	Secure infrastructure	Cost Reduction

Person 2

Stock Prediction	Better Customer experience	Improved performance
Asset life cycle	Reduce wasted inventory	Reduced manual work
Reducing inaccuracies	Increase profits	Greater insights

Person 3

Improve Accuracy	Web Optimized	Better Forecasting
Improve Cash Flow	Data and Account Security	Prevent Under Stocking
Prevent Over Stocking	Interactive Web UI	Analyze Production Time

Person 4

Track Growing Demand	Make Awareness	Estimation Of Needed Stock
Keep Informed	Innovation Is Crucial	Structured Inventory
Monitor Supply Chain	Updated Data	Reduce Human Error

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 can break it up into smaller sub-groups.

🕒 20 minutes

Prevent
Over
Stocking

Prevent
Under
Stocking

Perform
Inventory
Tracking

Avoid
Shortages

Avoid
Wastage

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



Brainstorm & idea prioritization

Use this spreadsheet to sort your brainstorming session's output, from unrealistic "blue-sky" ideas and "out-there" ideas to the most realistic and ready to go ideas.

- 1. Brainstorm ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Before you collaborate

It's a good idea to establish ground rules early on to ensure everyone is on the same page.

- 1. Set ground rules
- 2. Establish roles
- 3. Establish a timeline

Brainstorming

Use this section to brainstorm ideas. You can use the ideas generated here to populate the "Brainstorming" section of the spreadsheet.

- 1. Brainstorm ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Define your problem statement

What is the problem you are trying to solve? What are the goals of your project? What are the constraints of your project?

- 1. Define the problem
- 2. Define the goals
- 3. Define the constraints

Brainstorming

Use this section to brainstorm ideas. You can use the ideas generated here to populate the "Brainstorming" section of the spreadsheet.

- 1. Brainstorm ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Brainstorm

Use this section to brainstorm ideas. You can use the ideas generated here to populate the "Brainstorming" section of the spreadsheet.

- 1. Brainstorm ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Group ideas

Use this section to group ideas. You can use the ideas generated here to populate the "Grouping" section of the spreadsheet.

- 1. Group ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Group ideas

Use this section to group ideas. You can use the ideas generated here to populate the "Grouping" section of the spreadsheet.

- 1. Group ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Brainstorm

Use this section to brainstorm ideas. You can use the ideas generated here to populate the "Brainstorming" section of the spreadsheet.

- 1. Brainstorm ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Prioritize

Use this section to prioritize ideas. You can use the ideas generated here to populate the "Prioritization" section of the spreadsheet.

- 1. Prioritize ideas
- 2. Rate each idea
- 3. Sort ideas by priority

Brainstorm

Use this section to brainstorm ideas. You can use the ideas generated here to populate the "Brainstorming" section of the spreadsheet.

- 1. Brainstorm ideas
- 2. Rate each idea
- 3. Sort ideas by priority