

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	29 September 2022
Team ID	PNT2022TMID03205
Project Name	GLOBAL SALES DATA ANALYTICS
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.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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

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.

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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

To improve the sales according to the customer demand and also for improvement of company growth.

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

TIP

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

ARUN KUMAR

Customer Insights

Easy navigation and experience with tool

Simple UI

Interactive dashboard

AI based predictions and demand forecasting

HARI LINGA

Easily accessible helpline and support

Infographics instead of just numbers

Effective Marketing Tools

Coach sellers with behavioral insights

All variables and strength of connections shown graphically in a plot

GOWTHAM

Individualize selling at scale.

Accelerate revenue with AI

Provide them a list of variable options

Give a meter on reliability of predictions

Custom layout for each endpoint

HARI VIGNESH

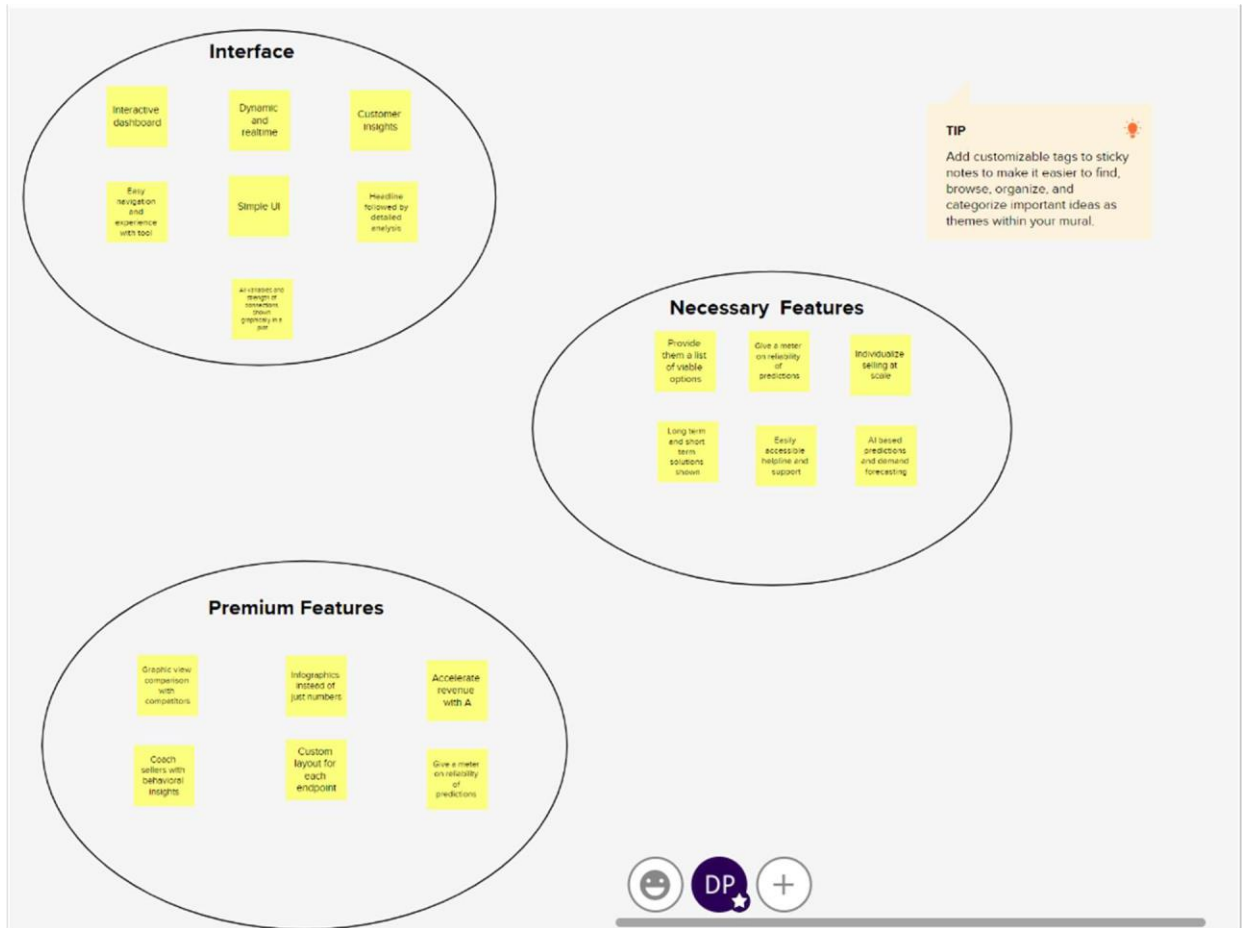
Long term and short term solutions shown

Graphic view comparison with competitors

Dynamic and realtime

Quality assurance and Supply chain efficiency

Headline followed by detailed analysis



Step-3: Idea Prioritization

