

## Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 28September 2022                                |
| Team ID       | PNT2022TMID45498                                |
| Project Name  | PROJECT- RETAIL STORE STOCK INVENTORY 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.

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.

### 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

#### A

##### Team gathering

Define who should participate in the session and send an invite. Share relevant information or prework 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 Brainstorm Sparkworks to run a happy and productive session.

[Open article](#) ➡

### ➡

#### Define your problem statement

What problem are you trying to solve? I frame your problem as a "How Might We" statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

#### Key rules of brainstorming

To run an accurate and productive session

Stay in topic

Encourage wild ideas

Filter judgement

I listen to others.

Go for volume.

If possible, be visual.

🗉 Share template feedback

## 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!

#### Kathiravan

Seasonality, economic pressures, and lead times are some factors for forecasting model

Garage is a store room for small business

Buying in bulk by companies are best in price

Record of sold and used product must be kept

#### Eniyavan

To keep customer satisfaction deliver of product must be quick

Products are sent directly from the manufacturer to the customer is called dropshipping

Also keep records for items out of stock

#### Ragul

The wholesaler retains ownership of stock until it's sold to customers

To abolish the need of storage, stock loaded inbound to outbound transport

High value, low quantity

#### Santhiya

Average value, average quantity

Low value, high quantity

Don't stuck with items which cant be sold

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### 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

Seasonality, economic pressures, and lead times are some factors for forecasting model

Low value, high quantity

Also keep records for items out of stock

The wholesaler retains ownership of stock until it's sold to customers

Garage is a store room for small business

Average value, average quantity

Record of sold and used product must be kept

Buying in bulk by companies are best in price

Products are sent directly from the manufacturer to the customer is called dropshipping

Don't stuck with items which cant be sold

To keep customer satisfaction deliver of product must be quick

To abolish the need of storage, stock loaded inbound to outbound transport

### Step-3: Idea Prioritization

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#### 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

