

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID17815
Project Name	Inventory Management System for Retailers.
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

**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

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**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

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**PROBLEM**

To develop a web application to add and maintain their own stock, and to send a notification in case of out of stock

**Key rules of brainstorming**

To run a smooth and productive session

🗨️ Stay in topic.

🚫 Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



**Need some inspiration?**

See a featured version of this template to kickstart your work.

[Open example](#)

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 sticky) icon to start drawing!

Manojkumar M

Develop a registration page to offer all visitors

Add their own stock with customized form

Can view their own stock and earnings from

Can see details of their stock history from

Can see details of their stock history from

Can see details of their stock history from

Person 2

Make a custom logo and register page

Can view all stocks by their existing stock

Can see code maker in form of asking

Make an alert if there is an required stock available

Person 3

Develop a registration page to offer all visitors

Add their own stock with customized form

Can view their own stock and earnings from

Can see details of their stock history from

Can see details of their stock history from

Can see details of their stock history from

Person 4

Make a custom logo and register page

Can view all stocks by their existing stock

Can see code maker in form of asking

Make an alert if there is an required stock available

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

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Web application

Develop a registration page to offer all visitors

Add their own stock with customized form

Can view their own stock and earnings from

Can see details of their stock history from

Can see details of their stock history from

Can see details of their stock history from

Innovation

Develop a registration page to offer all visitors

Add their own stock with customized form

Can view their own stock and earnings from

Can see details of their stock history from

Can see details of their stock history from

Can see details of their stock history from

Alert and communication

Develop a registration page to offer all visitors

Add their own stock with customized form

Can view their own stock and earnings from

Can see details of their stock history from

Can see details of their stock history from

Can see details of their stock history from

Recommendation

Develop a registration page to offer all visitors

Add their own stock with customized form

Can view their own stock and earnings from

Can see details of their stock history from

Can see details of their stock history from

Can see details of their stock history from

Brainstorming process: A collection of sticky notes is shown, followed by a plus sign, and then a single sticky note with a drawing of a person, representing the selection of a sticky note for drawing.

Grouping process: A collection of sticky notes is shown, followed by a plus sign, and then a single sticky note with a drawing of a person, representing the selection of a sticky note for drawing.



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 those tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

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

→

## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint

Define the components of a new idea or strategy.

Open the template →

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

Share template feedback