

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID21204
Project Name	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.

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

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 poor inventory control management in retail stores





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.

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 select) icon to start drawing!

Aishwarya K S

Centralized dashboard	Detailed product listing	Bulk add and bulk edit
Inventory reports	Easy Categorization	Barcode generation
Barcode scanning		

Amutha P

Profit and loss calculator	3rd party integration	Cost effective
Pick, pack and ship	Barcode printing	Barcode scanning
Predictive analysis		

Raghavi Preeti A J

Creating a flow	Forecasting demand	Establishing a system
Bulk shipments	Setting up products	Report generation

Shalini Priya R

Manage complex items	Optimize inventory	Effective cost management
Improve customer satisfaction	Demand and sales forecasting	Barcode scanning and printing
Proper result report		

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.

Easy categorization

Detailed Product Listing

Bulk add and Bulk Edit

Barcode generation and scanning

Inventory reports

Centralized dashboard

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

