

# IDEATION PHASE

## Brainstorm & Idea Prioritization

Date	20 September 2022
Project Name	Inventory Management System 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

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**Need some inspiration?**  
See a finished version of this template to kickstart your work.

[Open example](#)



### 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

The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.

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 Listening 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 or pencil (switch to on to start drawing!)

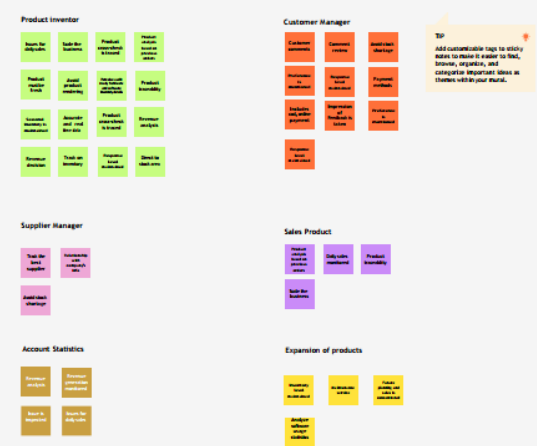


## 3

### 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



### 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

**Importance**

If each of these ideas could get some initial buy-in, which would have the most positive impact?

**Feasibility**

Based on our resources, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

**Tip**

Participants can use their own sticky notes to place ideas on the grid. The facilitator can confirm the placement using the ideas provided in the grid.

5

### 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**

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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](#)

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## Entire Pitch:

**Brainstorming & Idea prioritization**

Use this template to plan your brainstorming session & your ideas. You can use this template to generate and sort ideas for your project. It is a great way to generate ideas for your project.

**1. Before you collaborate**

Before you collaborate, you need to have a clear understanding of the problem you are trying to solve. This will help you to generate ideas that are relevant to the problem.

**2. Define your problem statement**

Write a clear and concise statement of the problem you are trying to solve. This will help you to generate ideas that are relevant to the problem.

**3. Brainstorm**

Write down all the ideas you can think of, no matter how silly or outrageous they may seem. This will help you to generate ideas that are relevant to the problem.

**4. Group ideas**

Write down all the ideas you can think of, no matter how silly or outrageous they may seem. This will help you to generate ideas that are relevant to the problem.

**5. Prioritize**

Write down all the ideas you can think of, no matter how silly or outrageous they may seem. This will help you to generate ideas that are relevant to the problem.

**6. After you collaborate**

Write down all the ideas you can think of, no matter how silly or outrageous they may seem. This will help you to generate ideas that are relevant to the problem.