

IDEATION PHASE

Brainstorm & Idea Prioritization

Date	20 September 2022
Project Name	Inventory Management System for Retailers.
Team ID	PNT2022TMID02970
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

[Share template feedback](#)



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](#)



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](#)

Pradeep Srinivas T
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products

Poojith T S
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products

Nithyananthan K V
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products

Mohamed Shihab S
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products

Tip
You can select a sticky note or several (drag) to go to start drawing!
[Learn to draw](#)

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.
[10 minutes](#)

Product Inventory
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products

Customer Manager
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products


Supplier Manager
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products


Sales Product
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products


Account Statistics
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products


Expansion of products
Product Manager
Customer Manager
Supplier Manager
Account Statistics
Expansion of products


Tip
Add comparable tags to sticky notes to make it easier to find, remove, organize, and categorize important ideas as changes within your board.











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 done without any significant cost, which would have the most positive impact?

Feasibility

TIP

Participants can use their own sticky notes to place ideas on the grid. The facilitator can confirm the ideas by using the same process. Placing the ideas on the grid.

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](#)

Entire Pitch:

Brainstorm & Idea prioritization

Use this template to plan your brainstorming session. It will guide you through the process of generating ideas and prioritizing them based on their potential impact and effort.

- Brainstorming session
- Idea prioritization
- Brainstorming session

Before you collaborate

Set up your workspace and invite your team members to join the session. Make sure you have a clear agenda and objectives for the session.

1. Set up your workspace

2. Invite your team members

3. Set up your agenda

4. Set up your objectives

Before your problem statement

Write your problem statement in a clear and concise way. Make sure it is specific and measurable. This will help you focus your brainstorming session on the right problem.

1. Write your problem statement

2. Make it specific and measurable

3. Make it clear and concise

4. Make it focused on the problem

Brainstorming

Use the following steps to brainstorm ideas for your problem statement. Make sure you have a clear agenda and objectives for the session.

1. Write your problem statement

2. Make it specific and measurable

3. Make it clear and concise

4. Make it focused on the problem

Idea groups

Use the following steps to group your ideas into categories. Make sure you have a clear agenda and objectives for the session.

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Prioritization

Use the following steps to prioritize your ideas. Make sure you have a clear agenda and objectives for the session.

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After your collaboration

Use the following steps to summarize your session. Make sure you have a clear agenda and objectives for the session.

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