Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID30841
Project Name	RETAIL STORE STOCK INVENTORY MANAGEMENT
Maximum Marks	4 Marks

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**

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**
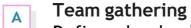Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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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

HOW TO MAKE IT EFFECTIVE FOR A RETAIL STORE TO MANAGE THE INVENTORY AND INCREASE THE DATA ANALYTICS

Key rules of brainstorming
To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

🕐 10 minutes

VIKRAMAN

- MANAGE MULTI LOCATION WAREHOUSE THROUGH A UNIFIED DATABASE
- TO IDENTIFY PROFIT MARGIN BY STYLE,MODEL,PRODUCT ETC
- AUTOMATED PROCESS FOR STOCK ALLOCATION

VISHVA JAIGANESH

- CREATE A CENTRALIZED RECORD OF ALL PRODUCTS
- COMBINE SALES AND INVENTORY DATA
- TO MAINTAIN ACCURATE COUNTS
- TO BUILD A STOCK RECIEVING PROCESS
- TO LOCK THE PRODUCT DATA

VISHWA

- DIFFERENT COLOURS OF THE PRODUCT SHOULD BE MAINTAINED
- TO HORD ACCORDING TO THE DEMAND AND SEASON OF THE PRODUCT
- TO IDENTIFY THE POPULARITY OF THE PRODUCTS BY LOCATION
- TO IDENTIFY POSSIBLE NEW PRODUCTS SIMILAR TO EXISTING ONE'S
- TO AVOID OVER BUYING OF PRODUCTS

SHYAM SUNDAR

- TO MAINTAIN LOGS FOR BOTH WHOLESALE SIDE AND RETAILER
- TO IDENTIFY AND GROUP SIMILAR PRODUCTS
- TO BUY IN BULK TO IN ACCORDING TO THE DISCOUNT RATE
- TO INCREASE/DECREASE PRODUCTS TREND CURVE

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

TIME AND LOCATION BASED

TO HOARD ACCORDING TO THE DEMAND AND SEASON OF THE PRODUCT	MANAGE MULTI LOCATION WAREHOUSES THROUGH UNIFIED DATABASE	TO IDENTIFY POPULARITY OF THE PRODUCTS
TO INCREASE/DECREASE PRODUCT BY SEASON	TO AVOID OVER BUYING OF PRODUCTS	

INVENTORY,LOGISTICS

MANAGE MULTI LOCATION WAREHOUSES THROUGH UNIFIED DATABASE	AUTOMATED PROCESS FOR STOCK ALLOCATION	CREATE A CENTRALIZED RECORD OF ALL PRODUCTS
COMBINE SALES AND INVENTORY DATA	TO BUILD A STOCK RECEIVING PROCESS	TO MAINTAIN ACCURATE STOCK COUNTS
TO LOG THE PRODUCT DATA	TO MAINTAIN LOGS FOR BOTH WHOLESALE AND RETAIL	TO BUY IN BULK TO IN ACCORDING TO THE DISCOUNT RATE

TIP 💡

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

PRODUCT BASED

TO ANALYZE AND DISCONTINUE THE PRODUCT WHICH HAS LESS PROFIT MARGIN	DIFFERENT COLORS OF THE PRODUCT	TO IDENTIFY POPULARITY OF THE PRODUCT BY LOCATION
TO IDENTIFY POSSIBLE NEW PRODUCTS SIMILAR TO EXISTING POPULAR ONES	TO IDENTIFY AND GROUP SIMILAR PRODUCTS	TO BUY IN BULK ACCORDING TO THE DISCOUNT RATE

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 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.)

Sticky notes on grid:
- TO AVOID OVER BUYING OF PRODUCTS
- CREATE A CENTALIZED RECORD OF ALL PRODUCT
- TO ANALYZE AND DISCONTINUE THE PRODUCT WHICH HAS LESS PROFIT MARGIN
- AUTOMATED PROCESS FOR STOVCK AND ALLOCATION CAN BE USED
- TO BUY IN BULK ACCORDING TO THE DISCOUNT RATE
- TO BUILD A STOCK RECIEVING PROCESS
- TO INCREASE/DECREASE PRODUCT BY SEASON
- MANAGE MULTI LOCATION WAREHOUSE THROUGH A UNIFIED DATABASE
- TO MAINTAIN LOGS FOR BOTH WHOLESALE SIDE AND RETAILER
- DIFFERENT COLORS OF THE PRODUCT SHOULD BE MAINTAINED
- COMBINE SALES AND INVENTORY DATA
- TO LOG THE PRODUCT DATA
- TO IDENTFY AND GROUP SIMILAR PRODUCTS
- TO IDENTIFY POSSIBLE NEW PRODUCTS
- TO HOARD ACCORDING TO THE DEMAND AND SEASON OF THE PRODUCT
- TO IDENTIFY AND GROUP SIMILAR PRODUCTS

TIP 💡

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.