

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕒 10 minutes

Person 1

Offers are notified to user's mail	Various Collections for men and women
Secured payment	Trendy and quality products on board

Person 3

Chatbot which saves time	Recommendation based on previous orders
Appealing user interface	Filters for user convinence

Person 2

User reviews are valued	Payment options: COD/Netbanking/UPI-BKRM
Recommendations are based on user's interest	Voice search facility in chatbots

Person 4

Coupons generated on birthdays	Shipping to remote areas
Flexible return Policy	Detailed description of each product

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Chatbot

Chatbot which saves time	Voice search facility in chatbots
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User's Benefits

Flexible return Policy	Filters for user convinence
Coupons generated on birthdays	Offers are notified to user's mail

Payment

Payment options: COD/Netbanking/UPI-BKRM	Secured payment
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Step-3: Idea Prioritization

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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

