

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID42697
Project Name	Global Sales Data 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

[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](#) ➔

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 sales according to the customer demand and for improvement of the company growth.

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.



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

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

RAJARAJESWARI D

Interactive Dashboard

Customer Insights

Segmenting and analyzing marketing data

Dynamic and intuitive

Simple UI

VINITHA K

Collecting User Insights

Data segmentation and analysis

Personalized Recommendations

Effective marketing tools

Custom brand for each segment

SNEHA P

Examine the products, profitability, profitability

Intuitive navigation and demand forecasting

AI-based recommendations

Selection of product name

Visualization of marketing data

ABIRAMI B

Advanced analytics with AI

Early detection of trends and anomalies

Integrate external data sources

Visualize and interpret data

Optimize marketing campaigns

Identify areas for improvement

GAYATHRI R

Early detection of trends and anomalies

Custom reports with advanced insights

Real-time monitoring of market trends

Easy navigation

Provide personalized recommendations

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

INTERFACE

Simple UI

Headline followed by detailed analysis

Interactive dashboard

Customer insights

Dynamic and real-time

PREMIUM FEATURES

Custom layout for each endpoint

Accurate revenue with AI

Coach sellers with behavioural insights

Integrations instead of just numbers

Graphs view comparison with competitors

NECESSARY FEATURES

Easily accessible, helpline and support

Provide them a list of viable options

Individualize selling at scale

AI based predictors and demand forecasting

Give a meter on reliability of predictors

4

Present

Present your ideas to the class and get feedback. You can use the feedback to refine your ideas and make them more impactful.

10 minutes

5

Refine

Refine your ideas based on the feedback you received. You can use the feedback to make your ideas more specific and actionable.

10 minutes

6

Prototype

Create a prototype of your idea using the feedback you received. You can use the feedback to make your prototype more user-friendly and functional.

10 minutes

1

Problem Statement

How can we help small businesses increase their sales and revenue?

10 minutes

2

Brainstorm

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

10 minutes

3

Group ideas

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20 minutes

4

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10 minutes

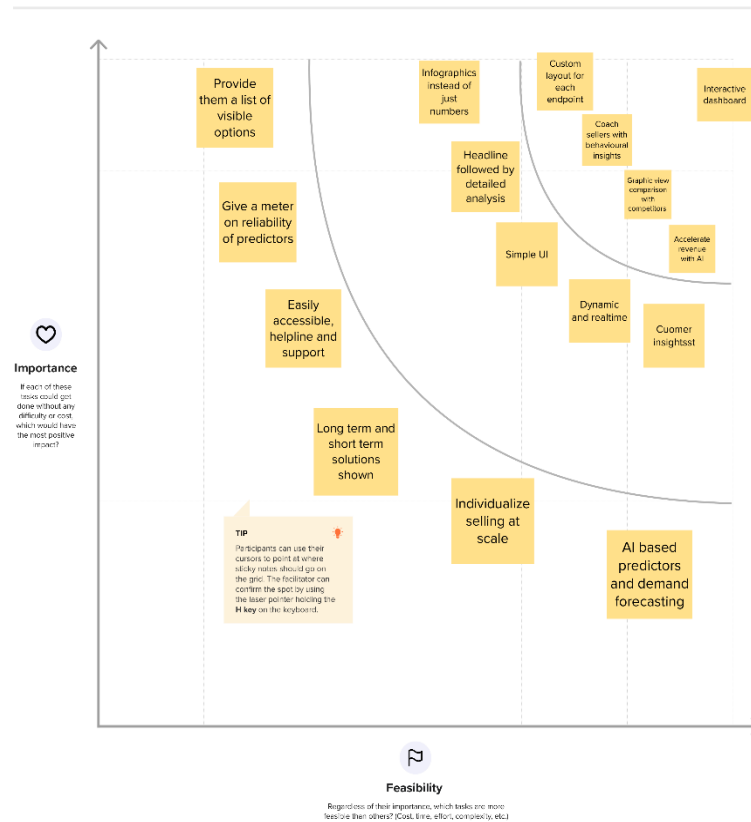
Step- 3: Idea Prioritization

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



→

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 →](#)

[Share template feedback](#)

