

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	14 OCTOBER 2022
Team ID	PNT2022TMID22771
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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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➔

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

Retail Store Stock Inventory Analysis

👥

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?

Check out these versions 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](#)

Person 1

Using analytics to gain a better understanding of customer behavior and preferences. Identifying potential risks.

Gather and understand the data.

Person 2

The incorporation of AI-driven technologies in the recommendation system. Using cloud-based systems to store the data and to speed up queries.

Developing a recommendation system.

Person 3

Using machine learning algorithms to predict user behavior and preferences. Inventory of product history management.

Using big data analytics since the data is in huge volumes.

Person 4

Create multiple analysis. Categorization of products in stocks.

Live stock reports.

Person 5

Getting feedback from customers to enhance the sale. Demand Prediction.

Keeping track of products.

TIP

You can select a sticky note and hit the pencil icon to switch to sketch icon 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](#)

Database Management

Gather and understand the data.

Getting feedback from customers to enhance the sale.

Keeping track of products.

Using big data analytics since the data is in huge volumes.

Data Analysis

Identifying potential risks.

Live stock reports.

Create multiple analysis.

Demand Prediction.

Using big data analytics since the data is in huge volumes.

Process Management

Using cloud-based systems to store the data and to speed up queries.

Inventory of product history management.

Developing a recommendation system.

The incorporation of AI-driven technologies in the recommendation system.

Categorization of products in stocks.

1

2

3

1

2

3

1

2

3

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

