# Ideation Phase
# Brainstorm & Idea Prioritization Template

| Date | 23 September 2022 |
|---|---|
| Team ID | PNT2022TMID48449 |
| Project Name | Retail Store Stock Inventory 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**

# 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**
To give the best data presentation to improve Retail stores and avoid over stockage and out of stockage

### 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 Listing and Grouping

**2**

**Brainstorm**

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

⏱ 10 minutes

**TIP**
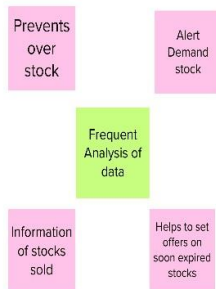You can select a sticky note and hit the pencil switch to switch icon to start drawing!
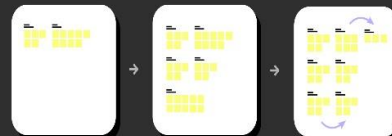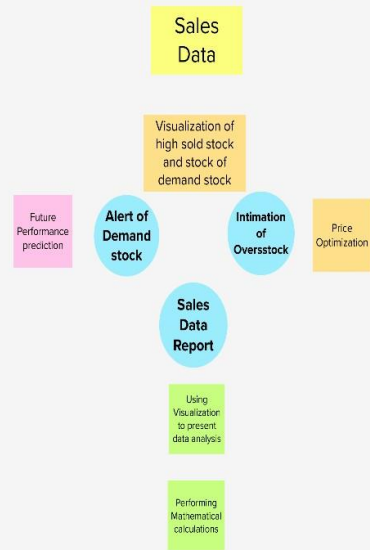
**3**

**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 and break it up into smaller sub-groups.

⏱ 20 minutes

## Naveena M

- Warehouse space insufficiency
- Product Expiration
- Effects Of Over stock
- Unsold stocks
- Loss in Business

## SHREYAS M

- Prevents Spoilage and Obsolescence
- Improves Multi-Channel
- Improves Customers Satisfaction
- Importance of Inventory Management in Retail
- Decreases Inventory Costs
- Minimises Out-of-Stocks
- Improves Profit Margins

## SHAMINI B

- Prevents over stock
- Alert Demand stock
- Frequent Analysis of data
- Information of stocks sold
- Helps to set offers on soon expired stocks

## SUBASH A L

- Price optimization
- Future Performance prediction
- Strategic Areas in Data Analytics for retailers
- Demand prediction
- Identifying Customers

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

- Sales Data
- Visualization of high sold stock and stock of demand stock
- Future Performance preciction
- Alert of Demand stock
- Intimation of Oversstock
- Price Optimization
- Sales Data Report
- Using Visualization to present data analysis
- Performing Mathematical calculations

# 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 tasks could get done without any difficulty or cost, which would have the most positive impact?

**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.

Discount Efficiency

Avoiding over stockage

Retail store data analysis

Loyalty with customer

Customer satisfactory

Forecasting Trends

Marketing

Customer Feedback

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)