

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	2-11-22
Team ID	PNT2022TMID01215
Project Name	Data Analytics for DHL Logistics Facilities
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

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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


**To Provide Analytics to Improve New Marks and Grow the Business**


**Key rules of brainstorming**


To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Deter 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

#### Yuvan Bala B

Improve  
Resource  
Management

Increase the  
service  
Quality

Decrement  
in Cost

No damage  
Delivery

#### Selva Ganesh R

Relationship  
of supplier &  
customer

Delivery  
Confirmation  
from  
customer

Bandwidth of  
DHL services

Tracking of  
Product  
Details

#### Vishnu Varshan S

A good  
distribution  
network  
Design

Customer  
flexibility

Long  
Distance  
Delivery  
process

Time  
Management

#### Vigneshwar v

Improve  
supply chain  
process

Payment  
Management  
of customer

Consumer  
Feedback

Alternative  
Changes of  
customer in  
product

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 and break it up into smaller sub-groups.

🕒 20 minutes

Security and Safe	Environment Issues	needs quick service	Customer Service is available
Demand Fluctuation	High Customs cost	Make Work Together	Make a Separate road line
Proper Documentation with Shipping	You can track parcel	We are responsible	Customer can Receive a Receipt
Door Step Delivery	Regular updates of the services	Economic Growth of Country	Negotiation with client and customer

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

↑

Each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

↺

Feasibility

↻

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

What Do Belive

Shall we Track Parcel Current Location

Safe and satisfaction

Fair Responsible for logistics

Make a separate Roadline

Provide All Type of Employer

Demand Fluctuation

Ensuring Quality

Deliver Your Product ON Time

Pollution of Environment

Door Step Delivery

World-class shipping services

→

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