Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID12898
Project Name	Retail store stock inventory analysis
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.

Brainstorm work link :

https://app.mural.co/invitation/mural/ibmbatch147571/1665929856646?sender=u1218e7a991a359dfe14b4835&key=d2a91046-9d57-4537-87c3-0b56edc14e23

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕐 10 minutes

Gayathri

Stocking up required quantity of products	availability of products based on needs of localities
delivery made faster by	no compromise in quality of product

Haritha

Looking into the sales of a product in the locality	Predicting the product demand based on people's need
Clean UI development for easy user access	creating user friendly experience

Sanjith

reducing fluctuation of the product price	removing the product when seen lesser demand
Good backend for data storage	easy transport to move goods to locality with high demand

Sendhil

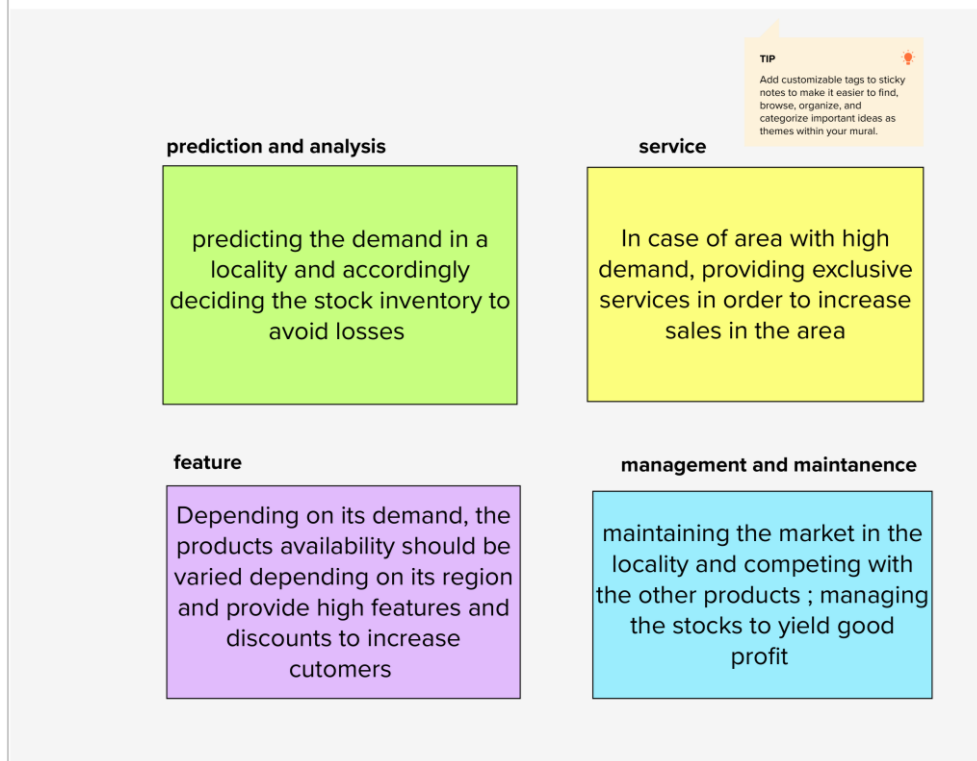|	
Better updation of products and stock quantity	stocking product based on its region
Predict and show similar products to win competing products	Optimized Search techniques to retrieve a product

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.
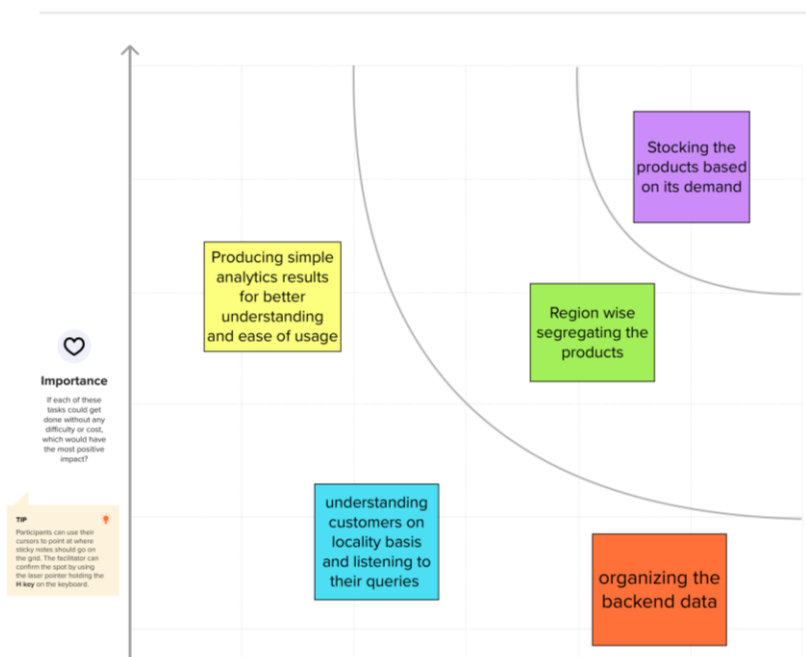
⏱ 20 minutes

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

prediction and analysis

predicting the demand in a locality and accordingly deciding the stock inventory to avoid losses

service

In case of area with high demand, providing exclusive services in order to increase sales in the area

feature

Depending on its demand, the products availability should be varied depending on its region and provide high features and discounts to increase cutomers

management and maintanance

maintaining the market in the locality and competing with the other products ; managing the stocks to yield good profit

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.

Stocking the products based on its demand

Producing simple analytics results for better understanding and ease of usage

Region wise segregating the products

understanding customers on locality basis and listening to their queries

organizing the backend data

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