

# Ideation Phase

## Brainstorm & Idea Prioritization

Date	13 October 2022
Team ID	PNT2022TMID14519
Project Name	Inventory Management System For Retailers
Maximum Marks	4 Marks

### 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**

The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.


**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

Mahesh Kemor P

Mukesh Varman DK

Kiran Shrinivas S

Lakshmi Kant K

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 end break it up into smaller sub-groups.

20 minutes

Product Inventor

Customer Manager

Supplier Manager

Sales Product

Account Statistics

Expansion of products

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## 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

The grid is a 2D coordinate system with 'Importance' on the vertical axis and 'Feasibility' on the horizontal axis. A diagonal line from the top-left to the bottom-right divides the grid into two main regions. The top-left region is labeled 'High Importance, Low Feasibility' and contains ideas like 'Improve user onboarding', 'Add social features', 'Integrate with third-party services', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface'. The bottom-right region is labeled 'Low Importance, High Feasibility' and contains ideas like 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature'. A 'Tip' box states: 'Participants can use their cursor to point at where their idea should go on the grid. The facilitator can confirm the idea by clicking the idea pin on the keyboard.'

### 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

- Show the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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**  
Outline the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, perceptions, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify internal strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

[Share template feedback](#)

The process flow diagram shows four steps: 1. Brainstorming, 2. Prioritization, 3. Collaboration, 4. Exporting. Each step is represented by a card with a specific icon and a brief description of the activity.

## Entire pitch :

### Brainstorm & Idea prioritization

Brainstorming is a creative process that encourages group members to generate ideas and solutions. It is a key part of the innovation process and can help teams to develop new products, services, and strategies.

20 minutes

The grid is a 2D coordinate system with 'Importance' on the vertical axis and 'Feasibility' on the horizontal axis. A diagonal line from the top-left to the bottom-right divides the grid into two main regions. The top-left region is labeled 'High Importance, Low Feasibility' and contains ideas like 'Improve user onboarding', 'Add social features', 'Integrate with third-party services', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature'. The bottom-right region is labeled 'Low Importance, High Feasibility' and contains ideas like 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature', 'Improve the user interface', 'Add a new feature'. A 'Tip' box states: 'Participants can use their cursor to point at where their idea should go on the grid. The facilitator can confirm the idea by clicking the idea pin on the keyboard.'

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