

Ideation Phase

Brainstorm & Idea Prioritization Template

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Date	19 September 2022
Team ID	PNT2022TMID29201
Project Name	GLOBAL SALES DATA Analytics
Maximum Marks	4 Marks

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.

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

To improve the sales according to the customer demand and also for the improvement of company growth

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

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

Anbrasan M

Customer insights

Easy navigation and experience with total

simplr UI

Interactive dashboard

AI based prediction and demand forecasting

Abishek G

Easy accessible helpline and support

Infographics instead of just numbers

Effective Marketing tools

Coach sellers with behavioural insights

All variables and connections shown graphically in a plot

Gopalakrishnan M

Individualize selling at scale

Accelerate revenue with AI

Provide them a list of variable options

Give a meter on reliability of predictions

Custom layout for each endpoints

Udhayasankar M

Long term and short term solutions shown

graphic view comparison with competitors

Dynamic and realtime

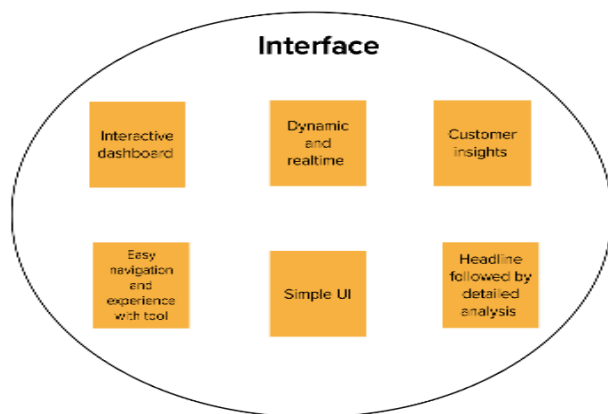
Quality assurance and supply chain efficiency

Headline followed by detailed analysis

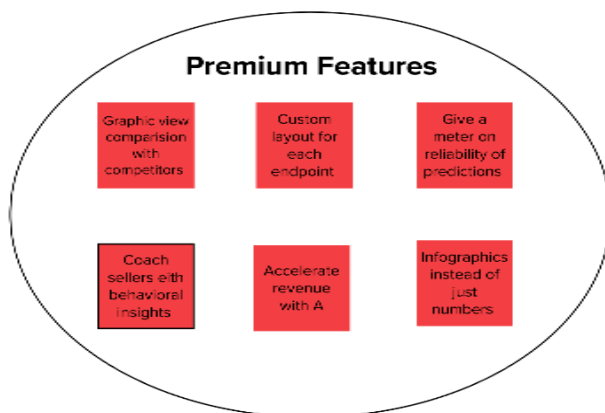
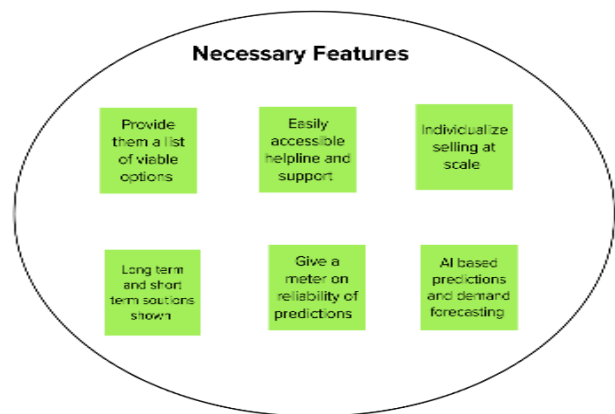
3

Group ideas

Take turns sharing your idea 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 can break it up into smaller sub-groups.



Idea listening and grouping



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

