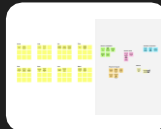# Brainstorm & idea prioritization

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

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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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
An inventory management system for both small and medium scale retailers, which should be beneficial for both retailers and customers.

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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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 sketch] icon to start drawing!

Team lead- Sabari Shree R

- An Application that includes all the present date available inventory along with the quantity for both the customer and the retailer.
- To have a track of seasonal selling products and to keep those products in stock during the demand.
- Predicting the Future sales analysis of the products using machine learning algorithms and past data available dataset.
- Triggering the alert message when the stock falls down the threshold amount.
- Providing an easy and user friendly E-commerce site for the customers.
- Centralized transportation system among the shop branches along with the product tracking functionality.

Team member 1 - Krishna Kanth G V

- Customer Feedback and rating system including both the product and the retail shop service.
- Sending E-mail notification to the customer regarding the new arrivals and available stocks.
- Keeping a Track of the expiry dates of all the stock and announcing the discounts and offer for those products which is going to expire soon.
- Plan appropriate strategic business plans with regard to the competitors and bring the plan noticeable among the customers.
- Bring RFID based product tracking system into the existence.
- Keep a record of regular customers and send them regular notice about the arrivals and exclusive offers and discounts for them.

Team member 2 - Sudhan I

- Can make use of excel sheet for processing the data.
- Advertise the presence of the store in all the nearest geographic locations.
- Provide special discount for the first purchase and can add key points with further purchase so future special discounts.
- Keep a profit and loss records of all the stocks.
- Make sure that the store contains all the day to day vital used from day to dawn.
- Easy and fast billing system with also provides option for the customers either through cash or through net banking.

Team member 3 - Varsha K P

- Deciding whether to invest in a product or not using some predictive analysis of the newly arrived product.
- Enhancing customer loyalty and providing transparency in the billing.
- Tax and GST clearance regularly.
- Make sure to have free door deliveries to the nearest areas and to avoid late deliveries.
- Scheduling all the product deliveries properly for maximum utilization of transportation.
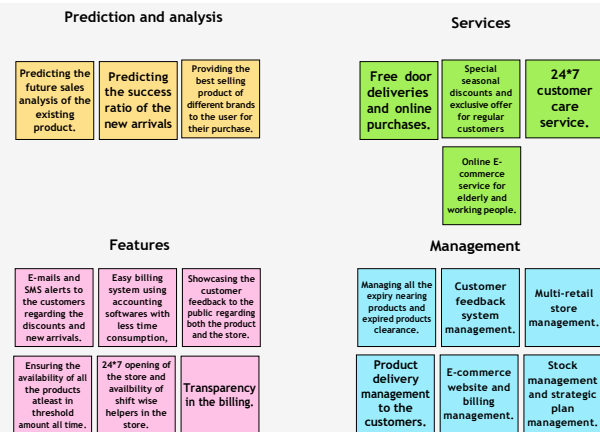- Alerting the user regarding the end sale discounts and realtime statistics.

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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 can break it up into smaller sub-groups.

🕐 20 minutes

Prediction and analysis
- Predicting the future sales analysis of the existing product.
- Predicting the success ratio of the new arrivals
- Providing the best selling product of different brands to the user for their purchase.

Services
- Free door deliveries and online purchases.
- Special seasonal discounts and exclusive offer for regular customers.
- 24*7 customer care service.
- Online E-commerce service for elderly and working people.

Features
- E-mails and SMS alerts to the customers regarding the discounts and new arrivals.
- Easy billing system using accounting softwares with less time consumption.
- Showcasing the customer feedback to the public regarding both the product and the store.
- Ensuring the availability of the products atleast in threshold amount all time.
- 24*7 opening of the store and availability of shift wise helpers in the store.
- Transparency in the billing.

Management
- Managing all the expiry nearing products and expired products clearance.
- Customer feedback system management.
- Multi-retail store management.
- Product delivery management to the customers.
- E-commerce website and billing management.
- Stock management and strategic plan management.
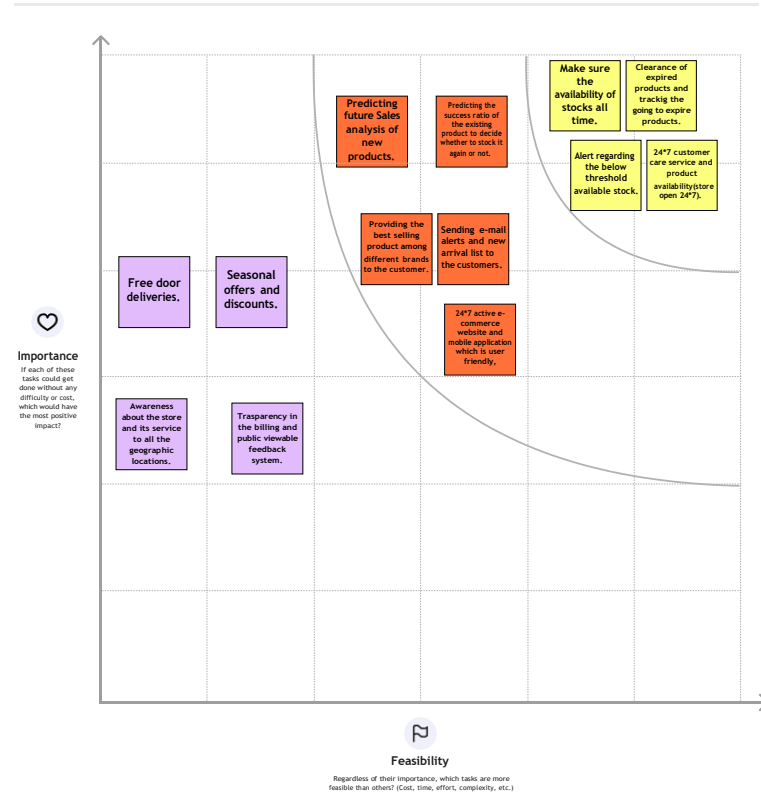
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4 Prioritize

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?

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

- Free door deliveries.
- Seasonal offers and discounts.
- Make sure the availability of stocks all time.
- Clearance of expired products and tracking the going to expire products.
- Predicting future Sales analysis of new products.
- Predicting the success ratio of the existing product to whether to stock it again or not.
- Alert regarding the below threshold available stock.
- 24*7 customer care service and product availability(store open 24*7).
- Providing the best selling product among different brand to the customers.
- Sending e-mail alerts and new arrival list to the customers.
- 24*7 active e-commerce website and mobile application which is user friendly.
- Awareness about the store and its service to all the geographic locations.
- Transparency in the billing and public viewable feedback system.

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

Share 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
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

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →