

Ideation Phase

Brainstorm & Idea Prioritization

Title: INVENTORY CONTROL MANAGEMENT SYSTEM FOR RETAILERS


Team Members:

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Reference:

<https://app.mural.co/invitation/mural/inventorymanagementsystem0923/1663999065743?sender=uc8206468e212748e2eea2294&key=6cb9805a-42b7-42db-89f0-7900f1f71c90>

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



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

➔

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.

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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

How might we [your problem statement]?

Key rules of brainstorming

To run an 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

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 icon to start drawing!

Anita A.

Protect the brand
Secure user information
Secure the user interface and data
Improve customer experience
Track user behavior
Use data to improve product

Darlin Jena P.

Manage the user interface and data
Protect the user interface and data
Secure the user interface and data
Improve customer experience
Track user behavior
Use data to improve product

Deepika T.

Protect the user interface and data
Secure the user interface and data
Improve customer experience
Track user behavior
Use data to improve product

Devi Bala S.

Secure the user interface and data
Improve customer experience
Track user behavior
Use data to improve 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 can break it up into smaller sub-groups.

20 minutes

Anita A.

200 New products
Secure the user interface and data
Improve customer experience
Track user behavior
Use data to improve product

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

Darlin Jena P.

Secure the user interface and data
Improve customer experience
Track user behavior
Use data to improve product

Deepika T.

User can customize easily

Can increase Backlinks

Devi bala s

Keep the UI simple and intuitive

Setting keyword Alerts

Media Monitoring Service

Spam Free

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

