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

- **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

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 give the best data presentation to improve Retail stores and avoid over stockage and out of stockage

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.

Brainstorm

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

10 minutes

TIP
You can switch editing tools and invite your guest (guest or team) to join to start ideating!

Murali

- Warehouse space insufficiency
- Product Expiration
- Effects Of Over stock
- Unsold stocks
- Loss in Business

Akash

- Prevents Spoilage and Obsolescence
- Improves Multi-Channel
- Improves Customers Satisfaction
- Importance of Inventory Management in Retail
- Decreases Inventory Costs
- Minimises Out-of-Stocks
- Improves Profit Margins

Samuel ebinezer

- Prevents over stock
- Alert Demand stock
- Frequent Analysis of data
- Information of stocks sold
- Helps to set offers on soon expired stocks

Vignesh

- Price optimization
- Future Performance prediction
- Strategic Areas in Data Analytics for retailers
- Demand prediction
- Identifying Customers

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 and break it up into smaller sub-groups.

20 minutes

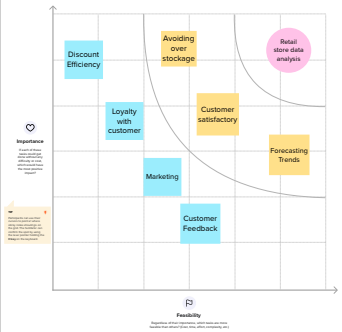
TIP
Add comments tags to easily keep track of your thoughts, notes, questions, and categorize important ideas as themes within your team.

- Sales Data
- Visualization of high sold stock and stock of demand stock
- Future Performance prediction
- Alert of Demand stock
- Intimation of Overstock
- Price Optimization
- Sales Data Report
- Using Visualization to present data analysis.
- Performing Mathematical calculations.

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



TIP
Remember, not one idea/ theme/ area of interest/ strong cross-answer can "make" or "break" your project. Use this journey, using the Feasibility and Impact Effort Matrix to keep on the equipment.

After you collaborate

You can expand 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 link to invite people to the mural with stakeholders to keep them in the loop about the outcome 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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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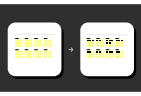
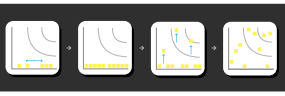
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open this template

Share template feedback

Need some inspiration?
Take a finished version of this template for a test-driven product or process

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