

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	08 September 2022
Team ID	PNT2022TMID41225
Project Name	Project – Global sales data analytics
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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 encourage to collaborate, helping each other develop a rich amount of creative solutions.

Reference: <https://www.mural.co/templates/empathy-map-canvas>




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




Brainstorm & idea prioritization

Global sales data analytics


Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics.

 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


How might we deliver the analytical results?


Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 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

Dharmeshprasad R

- Dynamic Dashboard
- Interactive
- Clear user interface
- Mobile application
- Family accessible
- Trading tools
- Market understanding
- Customize
- Deliver user specified solutions
- Help and support
- Suggestions
- Understand what customer needs

Aravindhan P

- Cooperative
- Save time
- Provide ideas
- See services and general use of them
- Understand to customer group
- Reduce price percentage paid rate
- Best layout
- Easy to purchase for previous data

Tamilvanan N

- To know price of the product
- View graph chart for also understanding
- Choose what they need
- Notification
- Comfortable for users
- Easy to track your account product
- Others
- Given suggestions for new products

Suriyaprakash

- Track customer interest
- Use social media
- Make it easy
- Answer the customer needed 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

User Interface

- Customer
- Bottom panel
- Clear user interface
- Understand to customer group
- Reduce price percentage paid rate
- Best layout
- Easy to purchase for previous data

Objectives

- Choose what they need
- Suggestions
- Dynamic Dashboard
- Easy to track your account product
- Deliver user specified solutions
- Mobile application

Features

- Help and support
- Provide ideas
- Notification
- Given suggestions for new products
- To show price paid per rate
- To know price of the product
- Others

Muthamilselvan

- Use customer data to help what they need
- User Friendly
- Listen to the customer
- Auto loans

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

Importance

📌

If each of these ideas could get more attention, which would have the most positive impact?

Feasibility

Dependence of their importance, which factor are more feasible than others? (Cost, time, effort, complexity, etc.)

