

IDEATION PHASE

Brainstorm & Idea Prioritization

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.

PROBLEM:

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

To run an smooth and productive session:

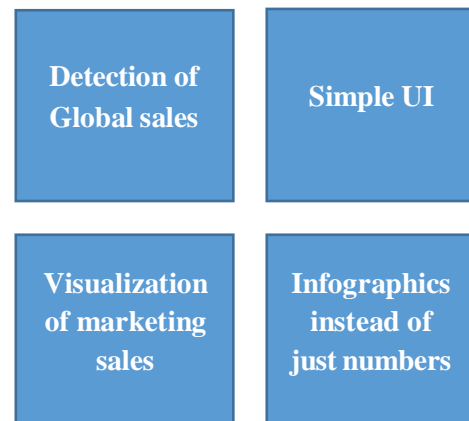
- ❖ Stay in topic
- ❖ Defer judgment
- ❖ Go for volume
- ❖ If possible, be visual
- ❖ Listen to others
- ❖ Encourage wild idea

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

ANISHA RAMESH



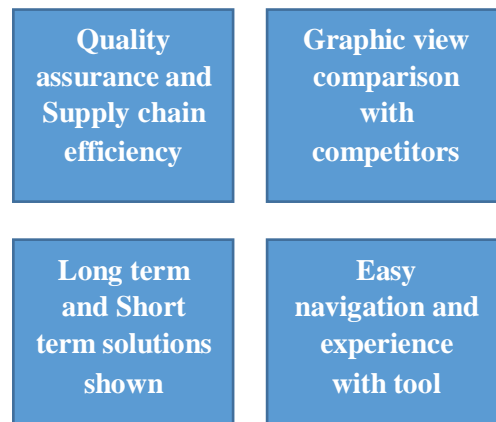
JIVITHA RAJU



EVANS EZHILARASAN

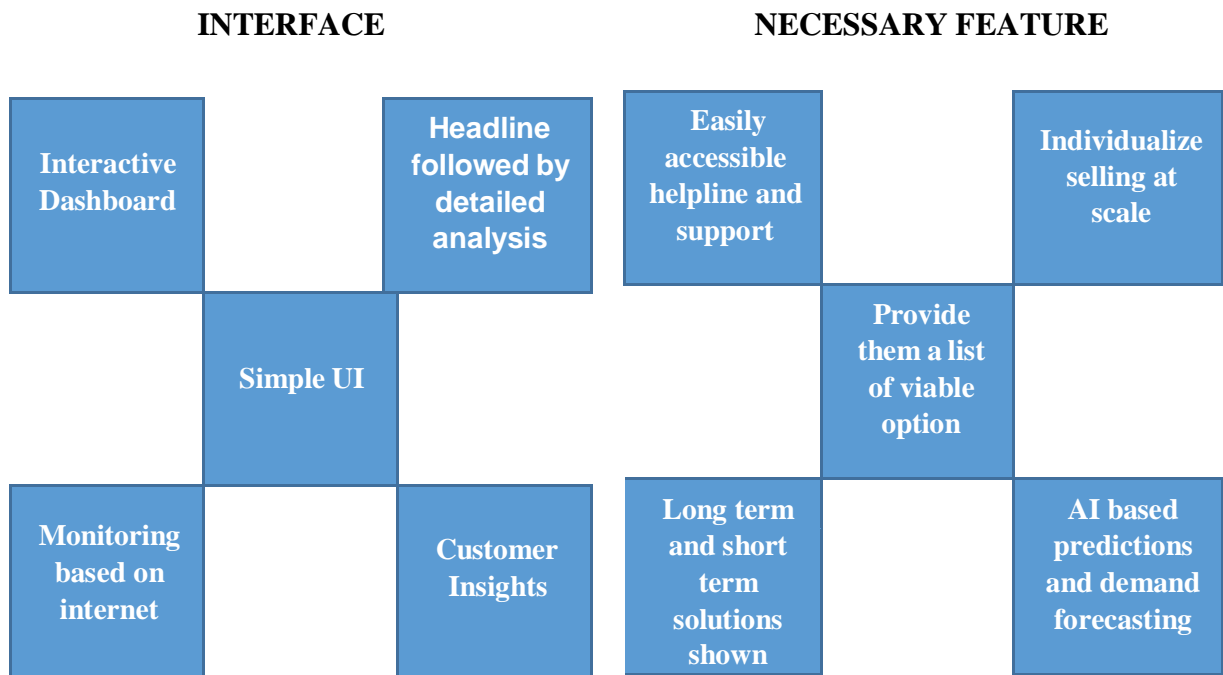


FARREL DEVA ASIR



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.



IDEA PRIORITIZATION:

