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 Summarising Collecting past events **Detection of** Simple UI Survey marketing **Global sales** Result sales Visualization Infographics Customer Interactive of marketing instead of **Dashboard** Insights sales just numbers **EVANS EZHILARASAN** FARREL DEVA ASIR **Graphic view** Quality Forecast the **Predict the** assurance and comparison Future **Future Sales Supply chain** with Consumers Marketing efficiency competitors Long term Easy **Examine the** Dynamic and Short navigation and product's and realtime term solutions experience **Affordability** shown with tool

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 subgroups.

INTERFACE

NECESSARY FEATURE

Interactive Dashboard		Headline followed by detailed analysis	Easily accessible helpline and support		Individualize selling at scale
	Simple UI			Provide them a list of viable option	
Monitoring based on internet		Customer Insights	Long term and short term solutions shown		AI based predictions and demand forecasting

IDEA PRIORITIZATION:

