

IDEATION PHASE

Brainstorm & Idea Prioritization

Date	13 September 2022
Team ID	PNT2022TMID17966
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

Step 1:

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

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**Need some
inspiration?**

See a finished version of this template to kickstart your work.



A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes



Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Think about the problem you'll be focusing on solving in the brainstorming session.

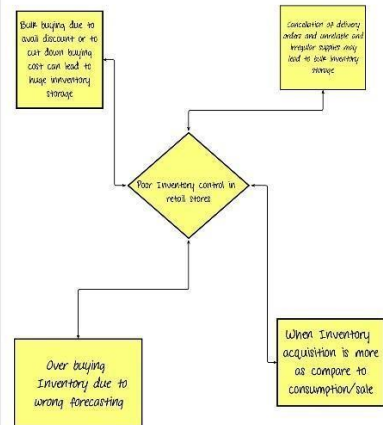


Use the Facilitation Superpowers to run a happy and productive session.

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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



Solution:

Based on the inventory management analysis we can manage how much inventory is required for selling the product based on which they can calculate the profit and losses.

Step 2:

2

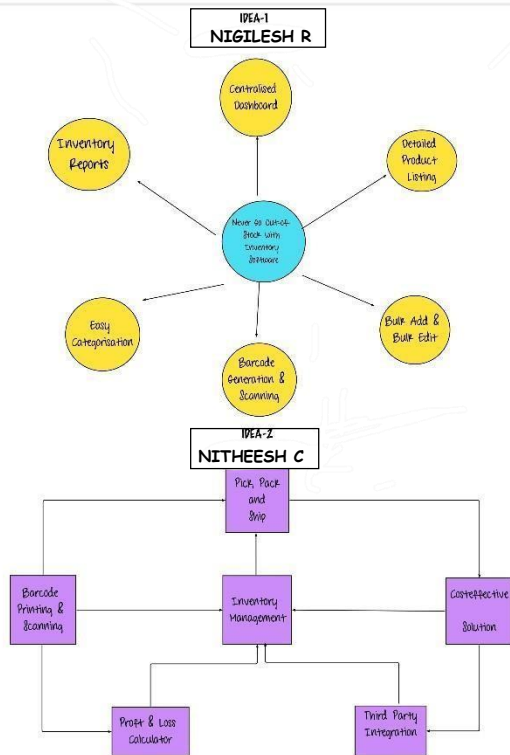
Brainstorm

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 (perfect to sketch) icon to start drawing!



2

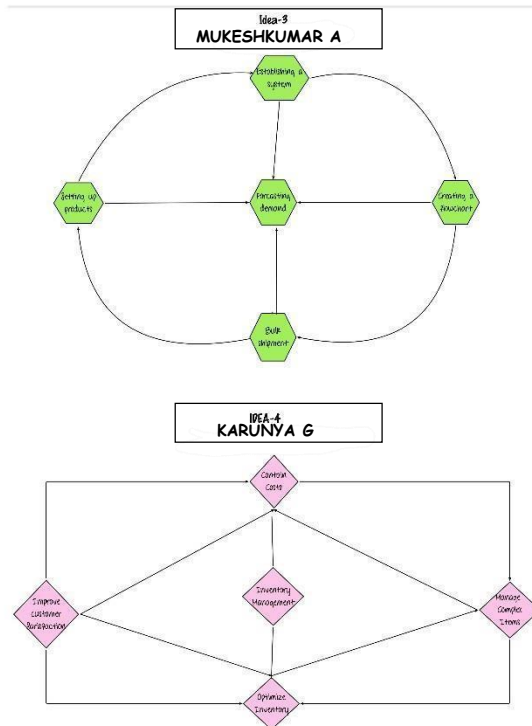
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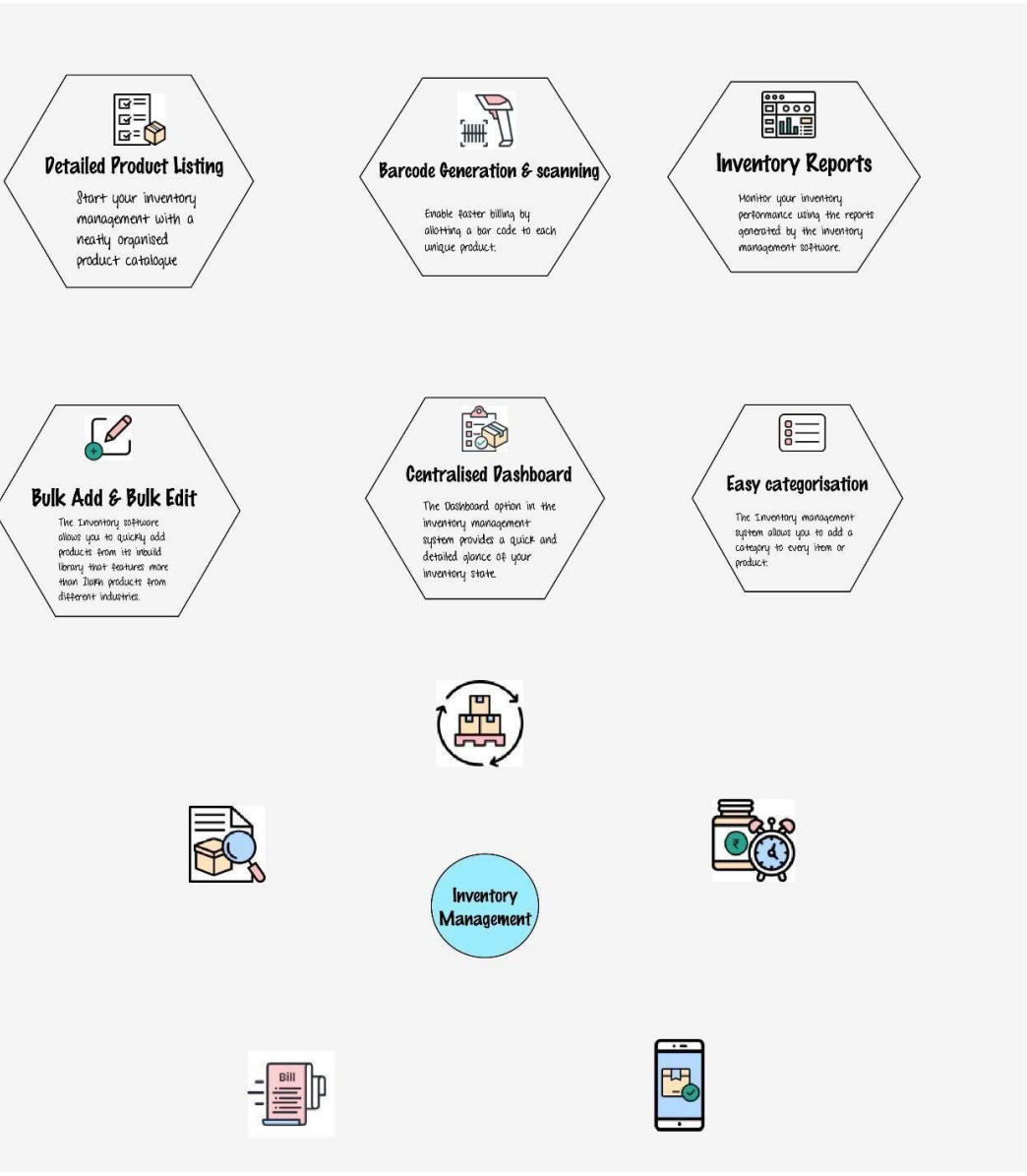


3

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.

⌚ 20 minutes



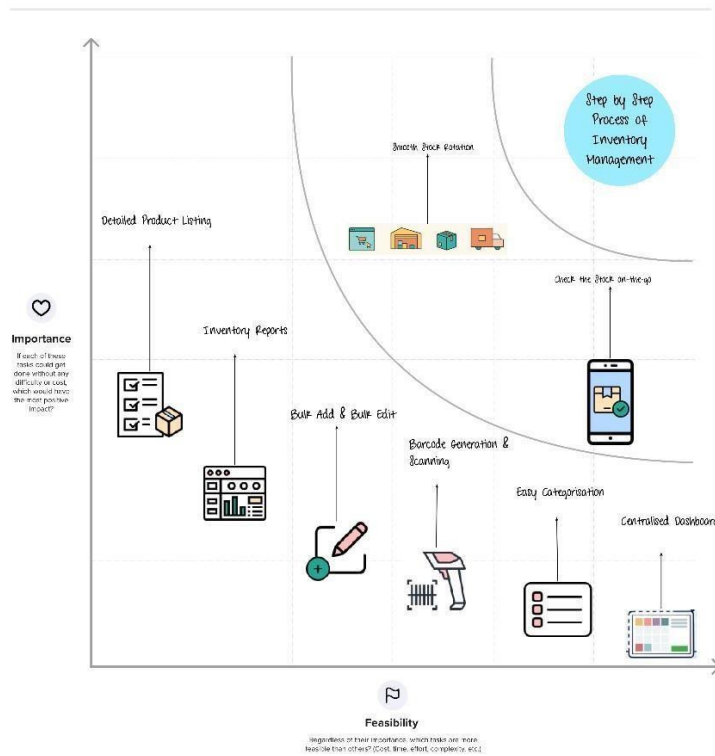
Step 3:

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



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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