

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	10 November 2022
Team ID	PNT2022TMID43661
Project Name	Inventory Management System for Retailers
Maximum Marks	4 Marks

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

**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

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**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

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**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.

[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

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PROBLEM

Retailer has to monitor and manage stocks and keep track of stocks purchased

**Key rules of brainstorming**

To run a smooth and productive session:

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

### Step-2: Brainstorm, Idea Listing and Grouping

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## Brainstorm

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

10 minutes

TIP

You can select a sticky note and pin the panel, switch to world view to start drawing!



3

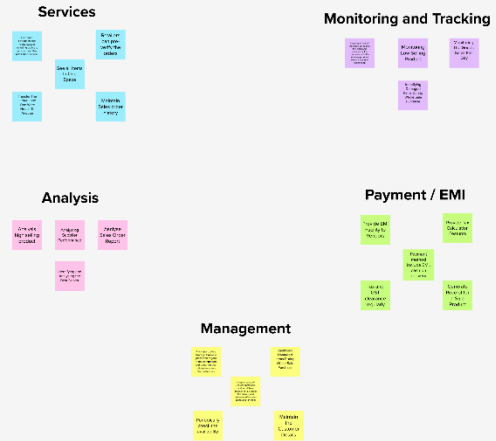
## Group ideas

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

TIP

Add customizable tags to sticky notes to enable cluster labels, browser or person, any categorization important, votes, etc. We'll see adding your mouse.



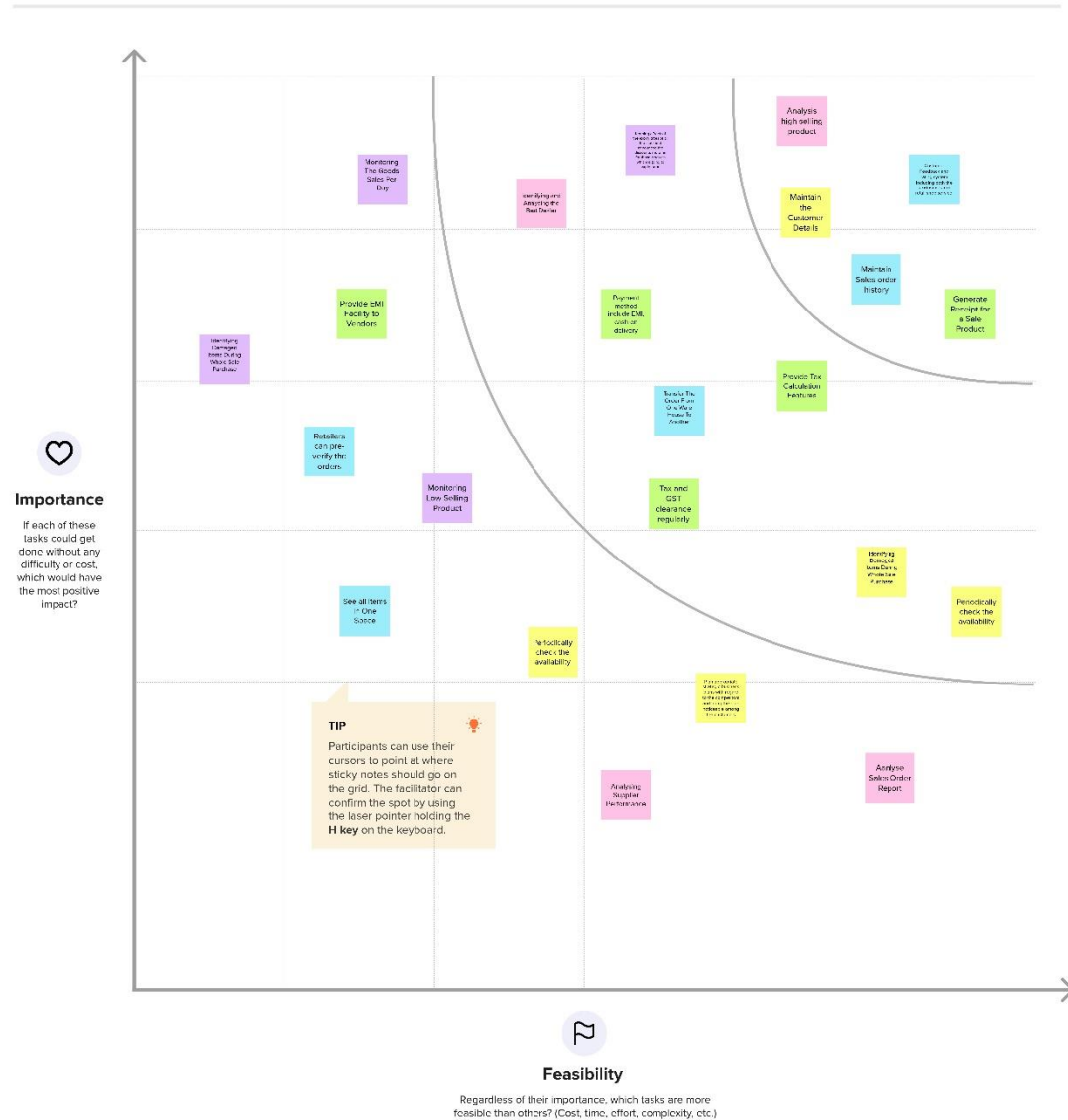
## Step-3: Idea Prioritization

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## 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



Reference:

<https://app.mural.co/t/ibmimsworospace7657/m/ibmimsworospace7657/1664297490983/74181eff6a5c477be447605df450d6a324bfb07e?sender=u0dac037e3afef78aa6713615>