# Ideation Phase
# Brainstorm & Idea Prioritization Template

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|---|---|
| Date | 19 October 2022 |
| Team ID | PNT2022TMID40315 |
| Project Name | Retail Store Stock Inventory Analytics |
| Maximum Marks | 4 Marks |

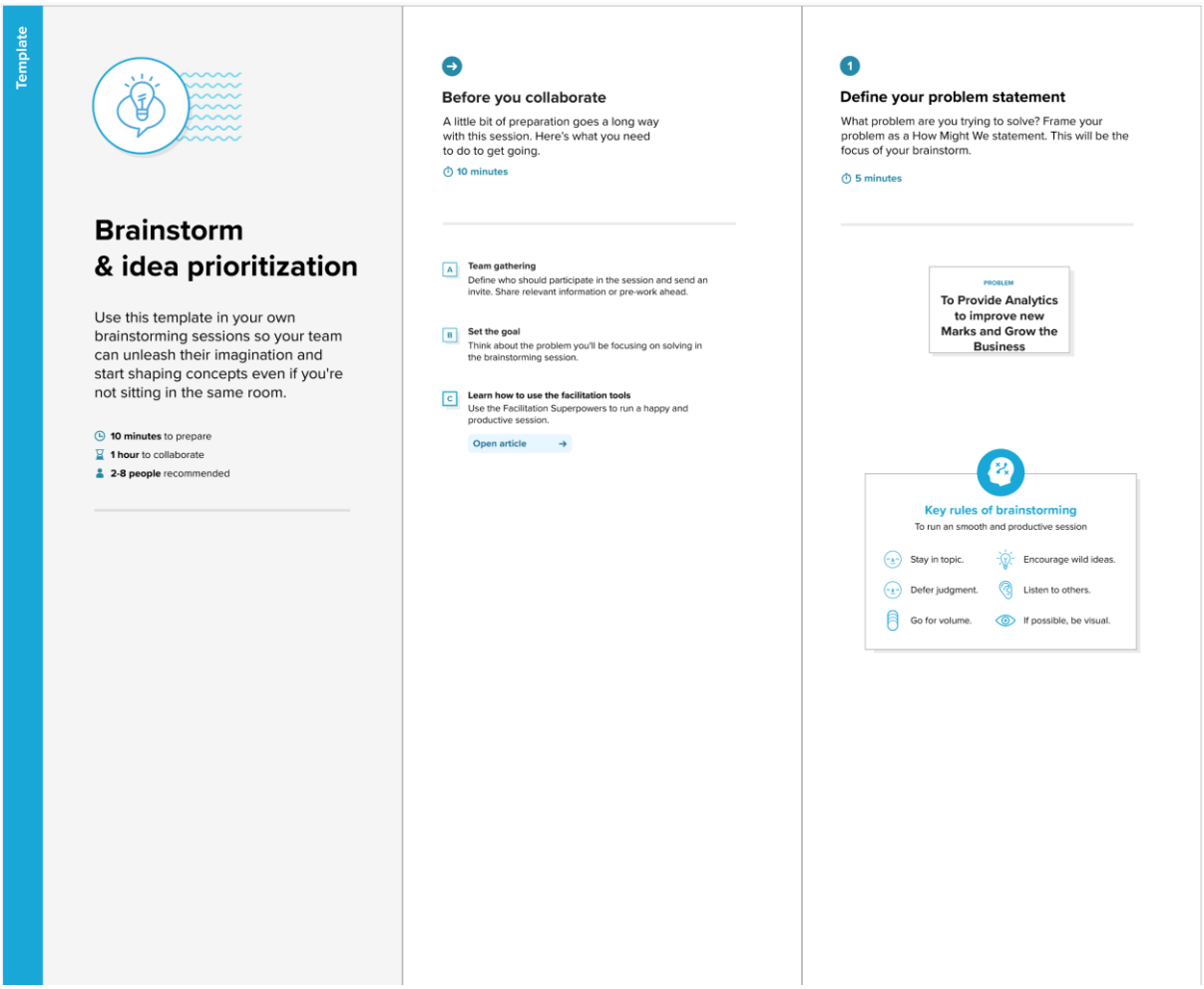
**Brainstorm & Idea Prioritization Template:**

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

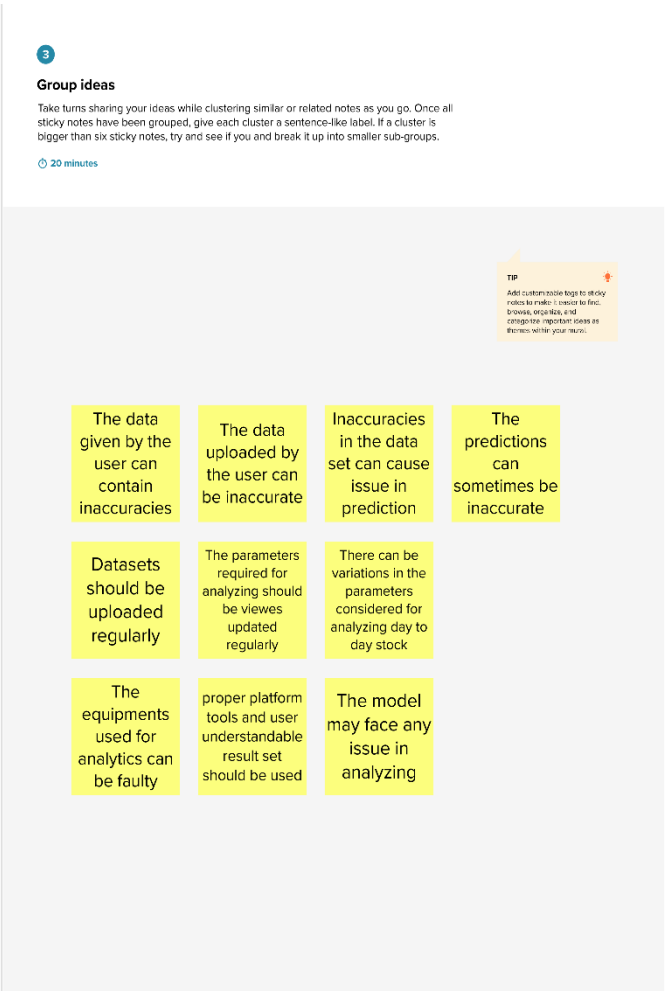
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

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



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



# 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

## 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 →

Share template feedback