

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 September 2022
Team ID	PNT2022TMID01375
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




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


 **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


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.


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1
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


PROBLEM


How might we [your problem statement]?





Key rules of brainstorming


To run an 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

2

Brainstorm

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

10 minutes

You can select a sticky note and either the word below it, even if it can't be deleted!

Sai pavithra A

User friendly

Cost efficient

Profit gain

huge inventory management

Swetha s

Product selling

Data should be safe

tracking inventory

Mobile application

Sowmiy L

False inventory should not be stored

Managing the inventory

stock history

Payment receipts

Srinithi T

It should save time and money

should improve efficiency

Should improve productivity

History of top selling products

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

Important

User friendly

Cost efficient

Payment receipts

Mobile application

Time

tracking inventory

stock history

stock history

Efficiency

should improve efficiency

Should improve productivity

Step-3: Idea Prioritization



Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on that grid to determine which ideas are important and which are feasible.

20 minutes



After you collaborate

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

Quick actions

- Share the matrix**
Share a view link to the matrix with stakeholders to keep them in the loop about the outcomes of the session.
- Export the matrix**
Export a copy of the matrix as a PDF or JPEG to share or print. (PDF is 100% in 200% or 200% in 200% style.)

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 attitudes for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats (SWOT)**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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