

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID01394
Project Name	Project – INVENTORY MANAGEMENT SYSTEM FOR RETAILERS
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



**Inventory Management System for Retailers**

Retail inventory management is the process of ensuring you carry merchandise that shoppers want, with neither too little nor too much on hand. By managing inventory, retailers meet customer demand without running out of stock or carrying excess supply. The needs of people are continuously evolving, creating room for innovation among the applications. Having an AI program that understands the algorithm of a specific application can be of great aid. We are implementing Stay in topic. Defer judgment. Encourage wild ideas. Listen to others. Instant product results based on preferences Secure Authentication Integration of intelligent chat-bot various preferences to be shown Importance If each of these Open the template Strengths, weaknesses, opportunities & threats Identify strengths, weaknesses, opportunities, such as a chat bot, which is fed with the knowledge of the application's algorithm and helps the user completely from finding their needs to processing the payment and initiating delivery.

10 minutes to prepare  
1 hour to collaborate  
2-3 people recommended

Show template feedback

Need some inspiration?

Open insights

**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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on talking in the brainstorming session.
- Learn how to use the facilitator tools**  
Use the Facilitator Superpowers to run a happy and productive session.

Open article

**1 Define your problem statement**

Unavailability of chatbots that are interactive enough to navigate the user to do whatever they want. The amount of toll a user has to go through to look for a product they desire for. Need for a more User-friendly interface. The main aim of the project is to develop a smart chat-bot that is able to understand the needs of the user and recommend products of desire.

5 minutes

How might we [your problem statement]?

**Key rules of brainstorming**  
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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

YUVARANI K

User Friendly Web application

Identify User Preferences

Recommend required products

smart chat-bot

SWATHYSHREE P

High Performance

Product Recommendation

Interactive web application

Handle Secure payments

SNEHA PD

Hand in Maintenance

Minimum Product Cost

Deployment of Cloud Application

Unified Navigation

SUPRAJA C

Offers/Discount

Reduce User navigation

Instant product result based on preferences

Secure Authentication

SHAFINIAN ARO A

High resolution images for each Product

Well defined Product description and its available categories

Integration of intelligent chat-bot

Various preferences to be shown

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

GROUP I

User Friendly Web application

Minimum Product Cost

Recommend required products

smart chat-bot

GROUP II

High Performance

Product Recommendation

Interactive web application

Handle Secure payments

1

2

3

4

5

6

7

8

1

2

3

4

5

6

7

8

**TIP**  
You can select a sticky note and hit the pencil icon to edit it (even to start drawing!)

**TIP**  
Add customer tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

### Step-3: Idea Prioritization



#### 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.

🕒 30 minutes

