

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 NOV 2022
Team ID	PNT2022TMID00545
Project Name	Project – Global sales data 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.




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



Brainstorm & idea prioritization

Global sales data analytics


Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics.

-  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 STATEMENT

How might we deliver the analytical results?



Key rules of brainstorming

To run a smooth and productive session

<ul style="list-style-type: none">  Stay in topic.  Defer judgment.  Go for volume. 	<ul style="list-style-type: none">  Encourage wild ideas.  Listen to others.  If possible, be visual!
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Step-2: Brainstorm, Idea Listing and Grouping

2
Brainstorm

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

⌚ 10 minutes

Dharmeshprasad R

- Dynamic Dashboard
- Interactive
- Clean user interface
- detailed information
- Easily accessible
- pending leads
- Market understanding
- Customer
- Deliver user specific solutions
- help and support
- suggestions
- Understand what customer wants

Aravindh P

- Cooperate
- Saved time
- Portable client
- easy to understand and practical solution
- Understand to customer choice
- To deliver profit percentage and needs
- Basic layout
- Easy to update on previous sales

Tamilvanan N

- To know price of the product
- View price given for past understanding
- Choose what they need
- Notification
- Comfortable for users
- Easy to track your product
- Others
- Given suggestions for new products

Suriyaprakash

- Track customer interest
- also social media
- Make it easy
- Understand customer needed product

Muthamiselvan

- be interactive with customer and help
- User Friendly
- Automated
- Listen to the customer

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

User Interface

- Customer
- Basic layout
- Clean user interface
- Understand to customer choice
- Easy to update on previous sales
- User friendly
- Family accessible

Objectives

- Choose what they need
- Deliver user specific solutions
- Understand to customer choice
- Easy to track your product
- Dynamic Dashboard
- Others

Features

- Notification
- Perceive ideas
- help and support
- Offers
- Given suggestions for new products
- To show price of the product
- To know price of the product

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

Importance

⚡

If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

(Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

