

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID12577
Project Name	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

Template



### 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

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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#### Define your problem statement

The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the book and not properly organized.

problem

How might we [your problem statement]?

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

### 2 Brainstorm

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

10 minutes

**TP**

You can select a sticky note and hit the pencil icon to edit it.

ARV C	NAVEEN M	DHARMESH P	NAVEEN R
maintain inventory level	actual inventory and its relationship with company's info system	avoid shortage of scarcity	
preference and purchase decision	keep eye on excessive inventory	periodically check the availability	
maintain the service level	product are must be replenishment	product are must be reordering	
income level should be growing	maintain the sale data	manage the return product and lost items	
maintain the purchased data	products raw materials or components	verification of product received in warehouse	

### 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

**TP**

Add customer-like tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your market.

**product inventor**

maintain inventory level

actual inventory and its relationship with company's info system

avoid shortage of scarcity

preference and purchase decision

keep eye on excessive inventory

periodically check the availability

maintain the service level

product are must be replenishment

product are must be reordering

income level should be growing

maintain the sale data

manage the return product and lost items

maintain the purchased data

products raw materials or components

verification of product received in warehouse

**Customer Manager**

manage inventory level

offer to the regular customer

manage inventory level

manage inventory level

offer to the regular customer

manage inventory level

manage inventory level

offer to the regular customer

manage inventory level

**product Sales**

for regular customer

analyze the inventory

not over sell some product

**Product Expand**

manage the high demand product

manage the high demand product

manage the high demand product

**Account Manager**

manage the high demand product

manage the high demand product

manage the high demand product

**Supplier Manager**

manage the high demand product

manage the high demand product

manage the high demand 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 penalty or risk, which would have the most positive impact?

**Feasibility**

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

**TP**

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the space bar or hitting the M key on the keyboard.