

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMD07988
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 number 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

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorming is one that sets the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- 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

Create 5 HMW statements before the activity to propose them to the team.

B Set the goal

Use the Facilitation Superpowers to run a happy and productive session.

C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1 Define your problem statement

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. In practice, effective retail inventory management results in lower costs and a better understanding of sales patterns. Retail inventory management tools and metrics give retailers more information on which to run their businesses.

5 minutes

PROBLEM

How might we [your problem statement]?

2 Key rules of brainstorming

To run a 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

Brainstorm

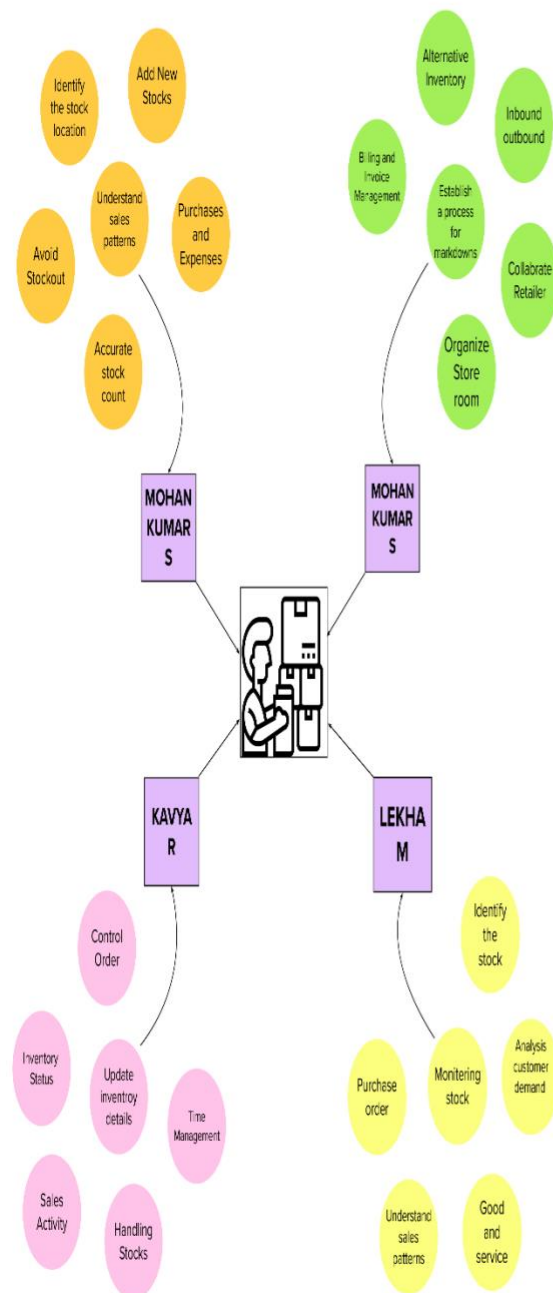
2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



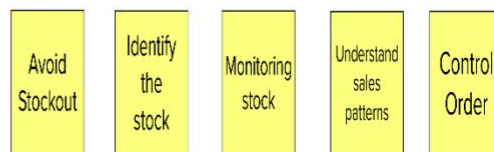
3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

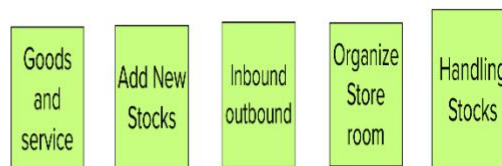
Sales Activity



Inventory Adjustments



Product Details



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

