Ideation Phase Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	
Project Name	Cosmetic store management
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming

Brainstorming is a technique used to generate a large number of ideas in a short amount of time. It involves a group of people coming together to share their thoughts and ideas on a particular topic.

Objective:

The objective of the brainstorming session is to generate a list of ideas for the CsM Application Management. The ideas should focus on the following areas:

1. Customer Management: How can the application improve customer management for cosemetic businesses?

2. Inventory Management: How can the application improve inventory management for jbusinesses?

3. Sales Management: How can the application improve sales management for jewelry businesses?

4. Marketing Automation: How can the application improve marketing automation for jewelry businesses?

Ideas Generated:

Here are some ideas generated during the brainstorming session:

1. **Customer Profiling**: Create customer profiles to store customer information and purchase history.
2. **Inventory Tracking**: Develop an inventory tracking system to monitor stock levels and automate lowstock alerts.
3. **Sales Pipeline Management**: Create a sales pipeline management system to track leads and opportunities.
4. **Marketing Automation Workflows**: Develop marketing automation workflows to automate email campaigns and lead nurturing.
5. **Personalized Customer Communication**: Develop a s system for personalized customer communication, including automated emails and notifications.
6. **Advanced Reporting and Analytics**: Develop advanced reporting and analytics capabilities to provide insights into customer behavior and sales trends.
7. **Integration with E-commerce Platforms**: Integrate the application with e-commerce platforms to enable seamless online sales and inventory management.
8. **Mobile Accessibility**: Develop a mobile app to enable jewelry businesses to manage their customer relationships, inventory, and sales on-the-go.

Idea Prioritization:

After generating a list of ideas, the next step is to prioritize them. Idea prioritization involves evaluating each idea based on its potential impact, feasibility, and alignment with the project goals.

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

The first step in designing a CSMApplication for cosmetic management is to gather the team, collaborate, and select a problem statement. This step is crucial in ensuring that everyone is on the same page and that the problem statement is well-defined.

The team gathering involves assembling a team of stakeholders, including developers, designers, project managers, and subject matter experts. These team members will work together to design and develop the CSM Application.

Collaboration is essential in this step. Team members will share knowledge, expertise, and ideas through brainstorming sessions, workshops, and meetings. This will help to ensure that everyone is aligned and working towards the same goal.

The problem statement should be relevant, meaningful, and solvable. It should be specific, measurable, achievable, relevant, and time-bound (SMART). The problem statement for the CSM Application for Cosmetic Management is: "How can we design a CSM application that streamlines jewelry management processes, improves customer relationships, and increases sales revenue for jewelry businesses?"

Step-2: Brainstorm, Idea Listing and Grouping

The second step in designing a CSM Application for Jewelry Management is to brainstorm, list, and group ideas. This step involves generating a large number of ideas, listing them, and grouping them into categories.

Brainstorming is a technique used to generate a large number of ideas in a short amount of time. It involves a group of people coming together to share their thoughts and ideas on a particular topic. In this case, the topic is the design of a CSM Application for Cosmetic Management.
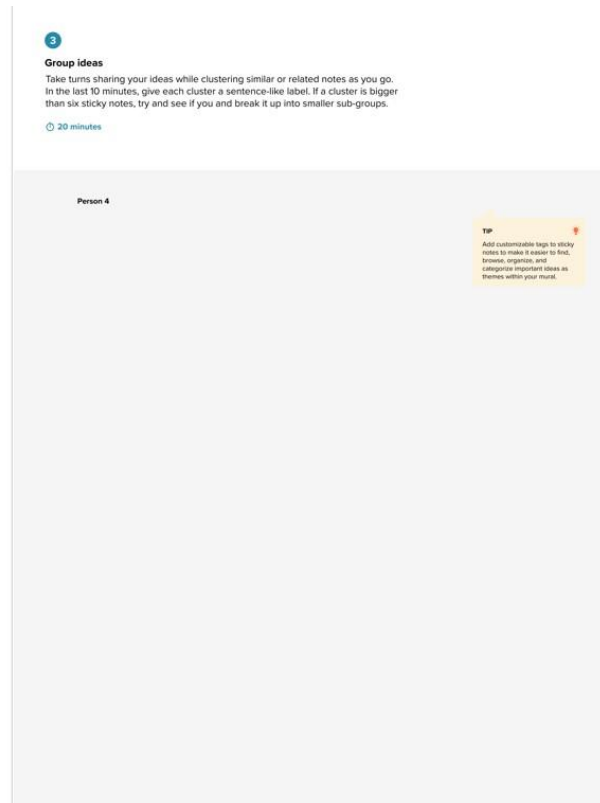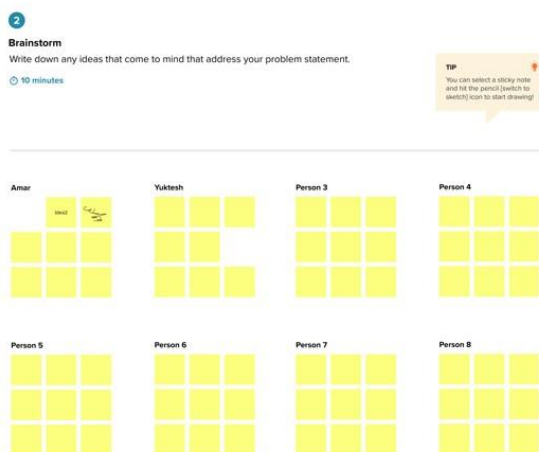
During the brainstorming session, team members share their ideas, and these ideas are listed on a whiteboard, sticky notes, or a digital tool. The goal is to generate as many ideas as possible, without worrying about their feasibility or practicality.

Once the ideas are listed, they are grouped into categories. This helps to identify patterns and relationships between ideas. The categories can be based on functional requirements, user needs, or technical requirements.

For example, ideas for the CSM Application for Cosmetic Management might be grouped into the following categories:

- Customer Management

- Inventory Management

- Sales Management

- Marketing Automation

- Reporting and Analytics

By brainstorming, listing, and grouping ideas, the team can identify key requirements and functionalities for the CSM Application, and begin to develop a clear understanding of what the application should do and how it should work.

Step-3: Idea Prioritization

The third step in designing a CSM Application for Cosmetic Management is to prioritize the ideas generated during the brainstorming session. This step involves evaluating each idea based on its potential impact, feasibility, and alignment with the project goals.

Idea prioritization is a critical step in the design process, as it helps to focus the team's efforts on the most important and achievable ideas. By prioritizing ideas, the team can:

- Identify the most valuable and impactful ideas

- Allocate resources effectively

- Manage stakeholder expectations

- Create a clear roadmap for the project

To prioritize ideas, the team can use a variety of techniques, such as:

- MoSCoW Method: This method involves categorizing ideas as Must-Haves, Should-Haves, Could-Haves, and Won't-Haves.

- Kano Model: This model involves categorizing ideas as Must-Be, More-Is-Better, and Delighter.

- Prioritization Matrix: This matrix involves evaluating ideas based on their potential impact and feasibility.

For example, the team might prioritize ideas for the CSM Application for Cosmetic

- High Priority: Customer Management, Inventory Management, Sales Management

- Medium Priority: Marketing Automation, Reporting and Analytics

- Low Priority: Integration with Social Media, Mobile App Development

By prioritizing ideas, the team can create a clear and focused roadmap for the project, and ensure that the CSM Application meets the most important needs of jewelry businesses.
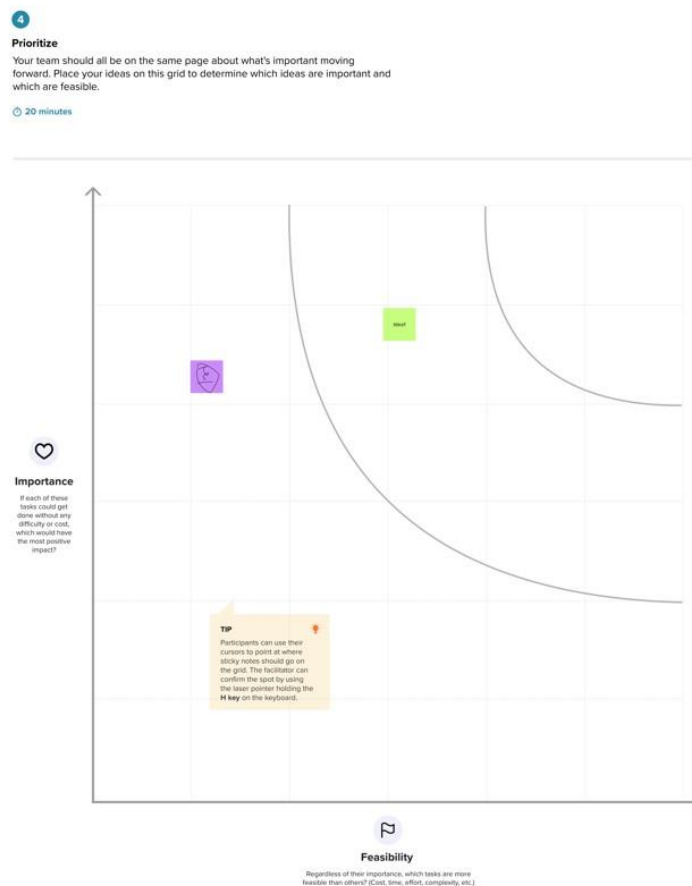
Ideation Phase Define the Problem Statements

Date	31 January 2025
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Customer Problem Statement:

Problem Statement:

"As a jewelry business owner, I struggle to manage my customer relationships, inventory, and sales processes efficiently. I spend too much time manually tracking inventory, following up with customers, and analyzing sales data. This takes away from the time I could be spending on designing and creating new cosmetic pieces, and growing my business. I need a solution that can help me streamline my operations, improve customer satisfaction, and increase sales revenue." **Pain Points:**

- Manual inventory tracking is time-consuming and prone to errors

- Difficulty in keeping track of customer interactions and preferences

- Limited visibility into sales performance and trends

    Inefficient use of time and resources

- Difficulty in scaling the business due to manual processes **Goals:**

- Improve customer satisfaction and loyalty

- Increase sales revenue and growth

- Streamline operations and reduce manual errors

- Gain better insights into sales performance and customer behavior

- Scale the business efficiently and effectively

Customer Problem Statement

"As a cosmetic business owner, I struggle to effectively manage my sales team and track their performance. I have a team of sales representatives who work with customers to sell jewelry pieces, but I don't have a clear understanding of their sales activities, customer interactions, and performance metrics. This makes it difficult for me to provide targeted coaching, set realistic sales targets, and incentivize my team to meet their goals."

Pain Points

- Difficulty in tracking sales team performance and sales activities - Limited visibility into customer

    interactions and sales outcomes

- Inability to provide targeted coaching and training to sales team

- Difficulty in setting realistic sales targets and incentivizing sales team

- Limited ability to analyze sales data and make data-driven decisions

Reference: https://miro.com/templates/customer-problem-statement/ **Example:**

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					

Reference Matter

Title: "Cosmetic Industry Trends and Challenges"

Source: "Cosmetic Industry Report" by McKinsey & Company

Summary: The cosmetic industry is experiencing significant changes driven by shifting consumer behavior, technological advancements, and increasing competition. The report highlights the need for cosmetic businesses to adapt to these changes by investing in digital transformation, improving customer experience, and optimizing operations.

Key Findings:

1. The global jewelry market is expected to grow at a CAGR of 5% from 2020 to 2025.

2. Online cosmetic sales are increasing, with 30% of consumers purchasing cosmetic online in 2020.

3. Consumers are seeking personalized and experiential shopping experiences.

4. Cosmetic businesses need to invest in digital transformation to remain competitive.

Recommendations:

1. Invest in e-commerce platforms and digital marketing.

2. Improve customer experience through personalized services and experiential retail.

Ideation Phase Empathize & Discover

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Empathy Map Canvas:

Customer Segment: Jewelry Business Owners

Customer Name: Emma What

does Emma:

- Say: "I'm struggling to manage my inventory and sales team. I feel overwhelmed and stressed."

- Think: "I wish I had a better system to track my inventory and sales performance. I'm worried about losing sales and customers."

- Feel: Frustrated, Overwhelmed, Stressed

- See: Disorganized inventory, Sales team struggling to meet targets

- Hear: Customers complaining about out-of-stock items, Sales team asking for more support - Do: Manually

  tracking inventory, Trying to motivate sales team **Pains:**

- Difficulty managing inventory and sales team

- Feeling overwhelmed and stressed

- Losing sales and customers due to disorganization **Gains:**

- Improved inventory management and tracking

- Increased sales and revenue

- Reduced stress and feeling of overwhelm

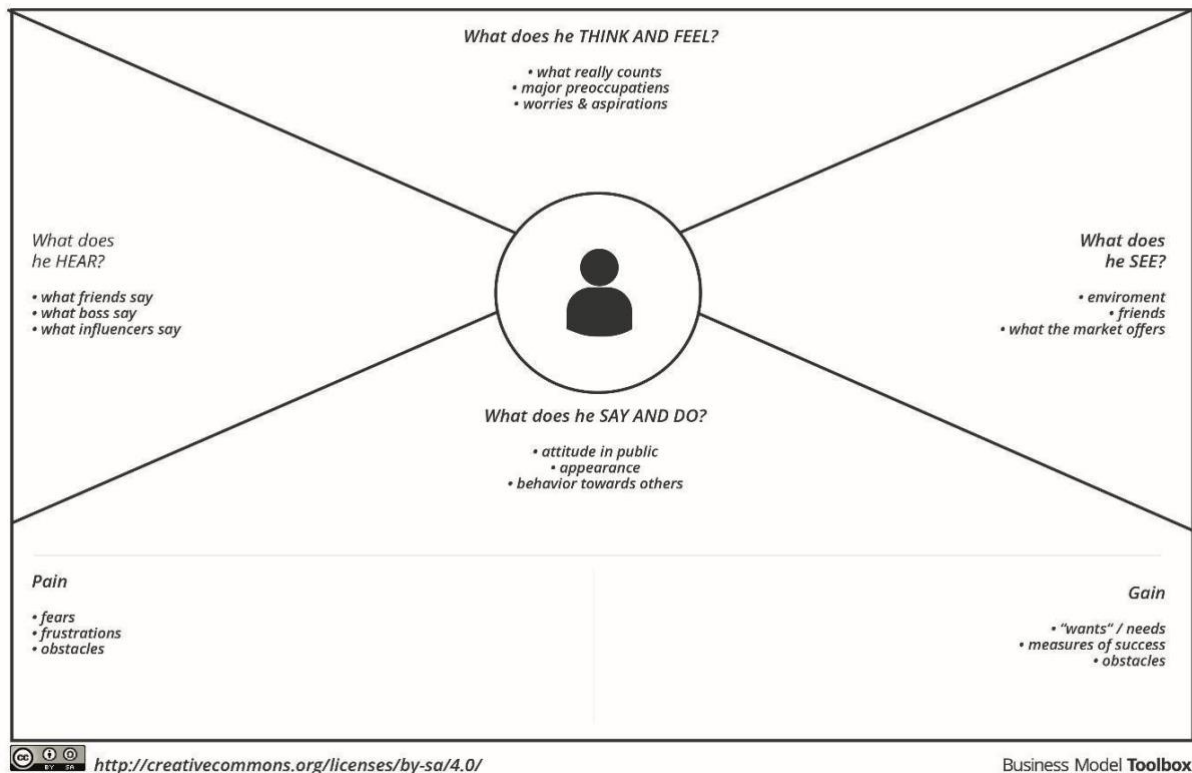- Improved customer satisfaction and loyalty

Stage 1: Awareness

- Goal: Become aware of the need for a better inventory management system

- Pain Points: Difficulty tracking inventory, losing sales due to stockouts

- Emotions: Frustration, concern

- Touchpoints: Social media, online search, word of mouth

Stage 2: Consideration

- Goal: Research and evaluate different inventory management solutions

- Pain Points: Difficulty comparing features and pricing, uncertainty about which solution to choose

- Emotions: Confusion, anxiety **Example:**

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupatiens
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application

Application Name: TasteQuest

Tagline: "Order your favorite food, delivered to your doorstep"

Overview: TasteQuest is a food ordering and delivery application that connects customers with local restaurants and food establishments. The application allows users to browse menus, place orders, and track delivery in real-time.
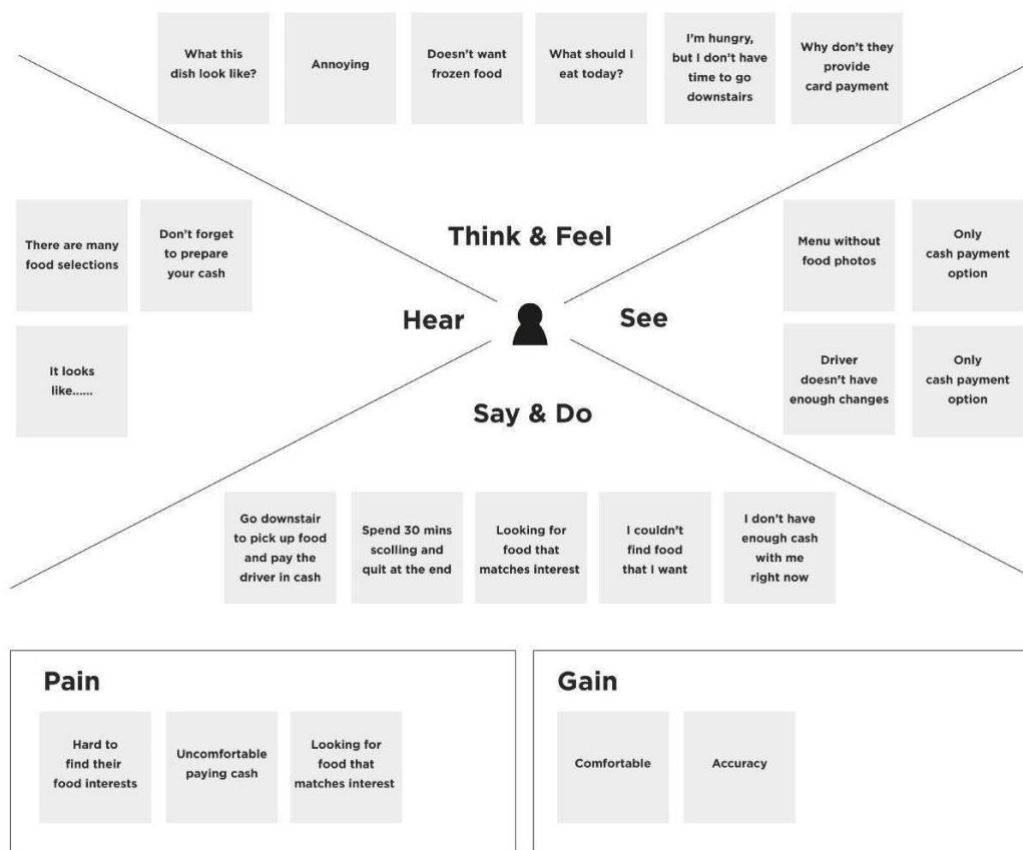
Core Features:

1. Restaurant Partnerships: Partner with local restaurants to offer a diverse range of cuisines and dining options.

2. Menu Browsing: Allow users to browse menus, view dish descriptions, and see high-quality food images.

3. Ordering and Payment: Enable users to place orders and make payments through a secure and seamless process.

4. Real-time Tracking: Provide users with real-time updates on the status of their orders, from preparation to delivery.

5. Ratings and Reviews: Allow users to rate and review their dining experiences, helping others make informed decisions.

Additional Features:

1. Personalized Recommendations: Offer users personalized dining recommendations based on their ordering history and preferences.

2. Exclusive Deals: Provide users with exclusive deals, discounts, and promotions from partner restaurants.

3. Social Sharing: Enable users to share their dining experiences on social media platforms.

4. Loyalty Program: Implement a loyalty program that rewards users for repeat orders and referrals.

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