Ideation phase Brainstorm & Idea Prioritization Template

CRM APPLICATION FOR JEWEL MANAGEMENT – (DEVELOPER)
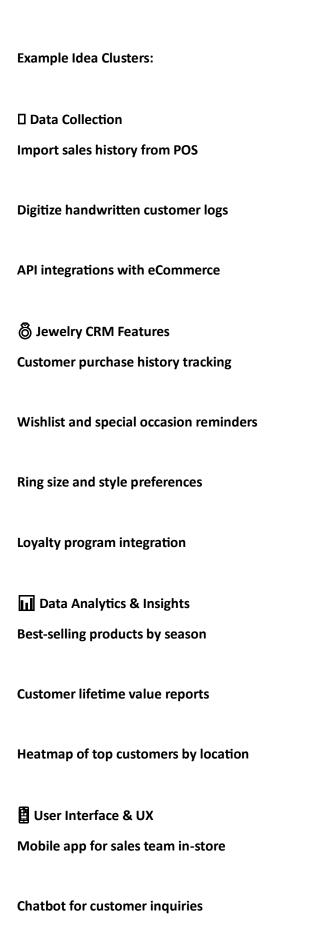
Date	30 June 2025
Team ID	LTVIP2025TMID31185
Project Name	CRM APPLICATION FOR JEWEL MANAGEMENT – (DEVELOPER)
Maximum Marks	2 Marks

Step 1: Team Gathering, Collaboration & Problem Statement Selection

Objective: Align everyone on the problem to solve.

Activity:

Gather your team via MURAL, Zoom, Teams, or in-person.

Define and agree on the core problem.

📌 **Selected Problem Statement:**

"How might we transform raw customer and transaction data into a CRM system that effectively supports jewelry business operations?"

💡 **Step 2: Brainstorm, Idea Listing & Grouping**

Objective: Generate as many ideas as possible. No judgment or filtering.

Instructions:

Everyone adds ideas using sticky notes or cards.

Group similar ideas into clusters (e.g., features, insights, tech needs, etc.).

Example Idea Clusters:

⬜ Data Collection

Import sales history from POS

Digitize handwritten customer logs

API integrations with eCommerce

💍 Jewelry CRM Features

Customer purchase history tracking

Wishlist and special occasion reminders

Ring size and style preferences

Loyalty program integration

📊 Data Analytics & Insights

Best-selling products by season

Customer lifetime value reports

Heatmap of top customers by location

📱 User Interface & UX

Mobile app for sales team in-store

Chatbot for customer inquiries

Dashboard for daily insights

🔢 **Step 3: Idea Prioritization**

Objective: Evaluate and sort ideas based on impact and effort (or value vs. feasibility).

Method:

Use a 2x2 matrix:

X-Axis: Effort (Low → High)

Y-Axis: Impact (Low → High)

Move ideas into 4 quadrants:

Quick Wins (High Impact, Low Effort)

Major Projects (High Impact, High Effort)

Low-Hanging Fruit (Low Impact, Low Effort)

Time Wasters (Low Impact, High Effort)

Sample Prioritized Ideas:

Idea	Impact	Effort	Priority
Customer birthday & anniversary reminders	High	Low	☑ Quick Win
Loyalty point tracking	High	Medium	🔁 Plan Soon
Predictive purchase analytics	High	High	🚧 Long-term Goal
Mobile app for in-store reps	Medium	High	🔀 Revisit Later
Import old handwritten logs	Low	High	✕ Avoid

🔁 Optional Step: Next Actions

Turn top-priority ideas into tasks

Assign owners

Define success metrics

Create implementation timeline

Would you like a fillable version of this template (Google Doc, Miro, or PDF)? I can generate one based on your preferred tool.