

IDEATION PHASE

Brainstorm & Idea Prioritization

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The ideation phase is where innovative thinking meets strategic planning. Below is a breakdown of brainstorming ideas for different aspects of the *HandsMen Threads* project, particularly as it relates to a Salesforce-based implementation and the goal of transforming men's fashion experiences.

In our project, **“HandsMen Threads: Elevating the Art of Sophistication in Men's Fashion project”** our main aim is to create a smart and stylish Salesforce-based solution that elevates men's fashion by streamlining customer management, product inventory, orders, and marketing campaigns—delivering a refined, personalized, and efficient fashion experience.

Brainstorming:

Explored ideas to enhance customer experience, automate inventory, manage orders efficiently, and run personalized marketing campaigns using Salesforce. Focused on creating a modern, data-driven fashion platform tailored for men's style and sophistication.

Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

In the brainstorming phase of the *HandsMen Threads* project, the first step involved forming a diverse team with interests in fashion, technology, and customer experience. Team members collaborated to understand industry gaps and user needs. After group discussions and idea exchanges, the team selected the core problem statement: **“How can we modernize and personalize men's fashion retail using Salesforce to streamline operations, enhance customer engagement, and manage inventory efficiently?”**

This step set the direction for all further design and development activities.

Team Gathering:

The project began with assembling a multidisciplinary team of individuals with interests and expertise in areas such as:

- Fashion and apparel trends
- Salesforce development
- Business process management
- Customer relationship management
- Marketing and sales automation

Each team member brought unique insights that contributed to identifying real-world issues in the men's fashion retail space.

Collaboration:

Team collaboration involved:

- Initial discussions to understand the project scope and expectations.
- Knowledge sharing sessions about existing fashion retail challenges (e.g., inconsistent customer experience, inventory mismanagement, poor marketing reach).
- Research and data gathering from online sources, competitors, and customer feedback.
- Using tools like whiteboards or online brainstorming platforms to map out pain points in traditional men's fashion retail.

The team encouraged open communication, allowing every member to contribute ideas freely, regardless of their role or technical background.

Selecting the Problem Statement:

After evaluating various challenges in the domain, the team collectively chose a central problem to solve:

“How can we use Salesforce to digitalize, personalize, and optimize men's fashion retail—from customer interaction and order management to inventory control and targeted marketing?”

This problem was chosen because:

- It aligns with current trends in digital transformation.
- It offers real-world impact through automation and personalization.
- Salesforce provides a powerful platform to build scalable solutions addressing these needs.

Outcome of Step 1:

- A clear understanding of project objectives.
- A unified team vision.
- A well-defined, actionable problem statement to guide design and development.

Step-2: Brainstorm, Idea Listing and Grouping

1. Brainstorming Sessions

After defining the problem statement in Step 1, the team conducted structured brainstorming sessions to generate a wide range of ideas. These sessions encouraged free thinking, creativity, and collaborative input without immediate judgment or filtering.

Techniques Used:

- Mind Mapping: To visualize connections between customer needs, fashion retail operations, and Salesforce functionalities.
- SCAMPER Technique: Applied to rethink traditional fashion business models (e.g., Substitute manual order handling with automated workflows).
- "What if..." Questions: E.g., *"What if a customer could get outfit suggestions based on previous orders?"*

2. Idea Listing

All suggestions from the brainstorming were documented without evaluating their feasibility at this stage. The goal was to generate as many ideas as possible under different themes relevant to the HandsMen Threads project.

Key Idea Categories Identified:

- **Customer Management**
 - Loyalty-based segmentation (Gold, Silver, Bronze)
 - Personalized order confirmation emails
 - Contact tracking and preference storage
- **Product & Inventory**
 - Real-time inventory status updates
 - Automated restocking based on quantity
 - Master-detail relationships for stock control
- **Order Processing**
 - Auto-numbered order IDs
 - Order confirmation flows
 - Validation rules based on order amount and quantity
- **Marketing Campaigns**
 - Campaign-to-customer linking via lookup
 - Email alerts for promotions
 - Scheduled loyalty updates based on purchase history

- **Automation & Intelligence**
 - Batch Apex job to restock low inventory
 - Scheduled flows to update loyalty status
 - Triggers to enforce business logic on order creation

3. Grouping and Prioritizing Ideas

The listed ideas were grouped into meaningful categories for clarity and planning. The team used grouping to:

- Identify redundant or overlapping ideas
- Filter out unrealistic or low-impact suggestions
- Highlight core features that aligned with the project goal

Ideas were also categorized by complexity (Low, Medium, High) and impact (Low, Medium, High) to help with planning and execution during later phases.

Outcome of Step 2

- A comprehensive and categorized list of ideas aligned with the project's goals.
- Clear direction on which features are high priority for development.
- Strong foundation for designing the *HandsMen Threads* system architecture in Salesforce.

Step-3: Idea Prioritization

After generating and grouping ideas in Step 2, the next crucial step in the ideation phase was Idea Prioritization. This step focused on identifying which ideas to implement first based on impact, feasibility, urgency, and alignment with the project goal.

Criteria for Prioritization:

To effectively prioritize, the team used the following criteria:

1. **Business Impact** – How much value does the idea add to customer satisfaction, sales, or efficiency?
2. **Technical Feasibility** – Can the idea be implemented using available Salesforce tools, time, and skillsets?
3. **Urgency** – Is it essential for the MVP (Minimum Viable Product) or can it be added later?
4. **Resource Requirements** – Does it require heavy development, data, or user input?

Each idea was rated as **High (H)**, **Medium (M)**, or **Low (L)** in each category

Top Priority Features for MVP:

- Customer Object with Loyalty Status
- HandsMen Order Object with Validation
- Inventory Object with Restock Logic
- Email Automation via Flows
- Basic Campaign and Product Linking

These were identified as **essential components** to demonstrate a working prototype that reflects the project's aim: *“Elevating sophistication in men’s fashion through smart Salesforce automation.”*

Outcome of Step 3

- Clear list of must-have vs. nice-to-have features.
- Defined roadmap for implementation in phases (MVP → Advanced Features).
- Team alignment on resource allocation and development sequence.