

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 October 2023
Team ID	Team-591186
Project Name	Unveiling Market Insights :Analysing Spending Behaviour and identifying opportunities for growth
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.

STEP1:-



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.

[Open article](#)



1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

How might we empower wholesale business leaders with actionable insights from customer spending behaviors and market trends, fostering informed decisions for sustainable business growth and enhanced customer satisfaction?



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 :-

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!

Person 1

Develop tools to categorize customers based on spending patterns for targeted marketing.

Analyze customer reviews to understand preferences and sentiment.

Person 2

Implement models for forecasting demands, existing proactive inventory management.

Conduct sessions for shared understanding of insights and strategies.

Person 3

Use AI for personalized product suggestions, enhancing the customer experience.

Monitor customer conversations on social platforms for trends and preferences.

Person 4

Map out the customer journey for personalized engagement strategies.

Conduct online surveys for gathering feedback and understanding customer needs.

Collaborate for enriched internal datasets, enhancing analyses.

Person 5

Implement chatbots to collect customer interactions and preferences for analysis.

Tailor loyalty programs based on individual spending behaviors.

Person 6

Foster a learning culture, keeping employees updated on industry trends and data skills.

Track competitors' strategies for staying ahead in the market.

Integrate data analytics features into a mobile app for on-the-go access to real-time insights and reports.

Person 7

Utilize geolocation data to analyze customer movements, enabling targeted marketing for specific locations and events.

Integrate data from various sales channels (online platforms, physical stores) for a unified view of customer interactions.

Person 8

Implement AI-powered chat support for immediate customer inquiries, collecting data on common customer concerns.

Create region-specific marketing campaigns based on local customer preferences and behaviors.

STEP 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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Data Visualization and Real-time Insights

- Create interactive dashboards for immediate data-driven decisions.
- Integrate data analytics features into a mobile app for on-the-go access to real-time insights and reports.
- Utilize geolocation data to analyze customer movements, enabling targeted marketing for specific locations and events.
- Integrate data from various sales channels (online platforms, physical stores) for a unified view of customer interactions.

Customer Segmentation and Targeted Marketing

- Develop tools to categorize customers based on spending patterns for targeted marketing.
- Create region-specific marketing campaigns based on local customer preferences and behaviors.
- Tailor loyalty programs based on individual spending behaviors.

Customer Engagement and Feedback Analysis

- Analyze customer reviews to understand preferences and sentiment.
- Implement models for forecasting demands, enabling proactive inventory management.
- Use AI for personalized product suggestions, enhancing the customer experience.
- Conduct online surveys for gathering feedback and understanding customer needs.

Collaboration and Learning

- Conduct sessions for shared understanding of insights and strategies.
- Collaborate for enriched internal datasets, enhancing analyses.
- Foster a learning culture, keeping employees updated on industry trends and data skills.

Competitive Analysis and Social Media Monitoring

- Track competitors' strategies for staying ahead in the market.
- Monitor customer conversations on social platforms for trends and preferences.
- Map out the customer journey for personalized engagement strategies.

STEP 4:-

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

