Ideation Phase Brainstorm & Idea Prioritization Template

Date	10 March 2025
Team ID Team leader Email id Team member Email id Team member Email Team member Email id Team member Email id	LTVIP2025TMID25080 Tarkari Sattar Haji Sattar88970@gmail.com Vadde Shirisha Vsirishasiri3@gmail.com Vadde Kalyan Vaddekalyan481@gmail.com Yammanagur Udhay Ram Udhayram121@gmail.com Kajapuram Akhil Kajapuramakhil781@gmail.com
Project Name	CRM Application jewellery management admin
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 CRM Application - Jewelry Management. The ideas should focus on the following areas:

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

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

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 CRM Application for Jewelry 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 CRM 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 CRM Application for Jewelry Management is: "How can we design a CRM application that streamlines jewelry management processes, improves customer relationships, and increases sales revenue for jewelry businesses?"
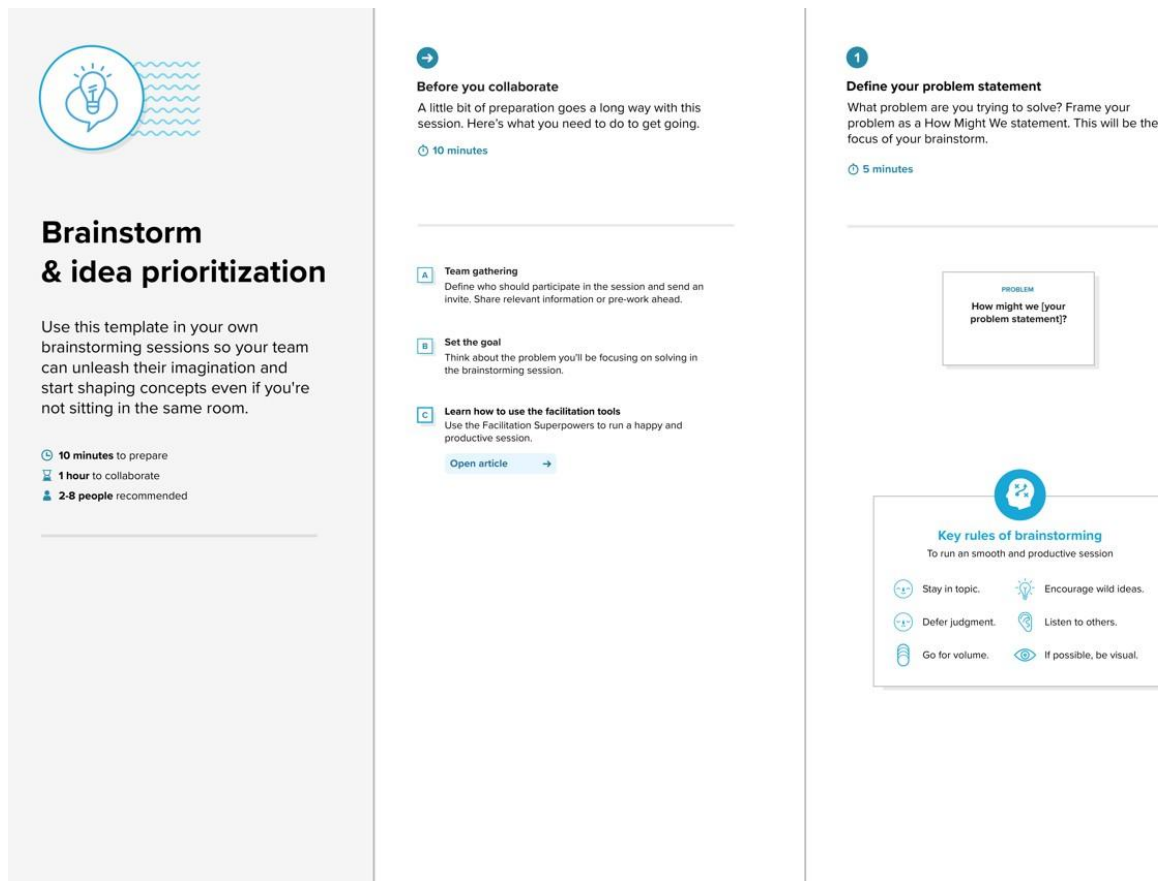
Step-2: Brainstorm, Idea Listing and Grouping

The second step in designing a CRM 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 CRM Application for Jewelry Management.
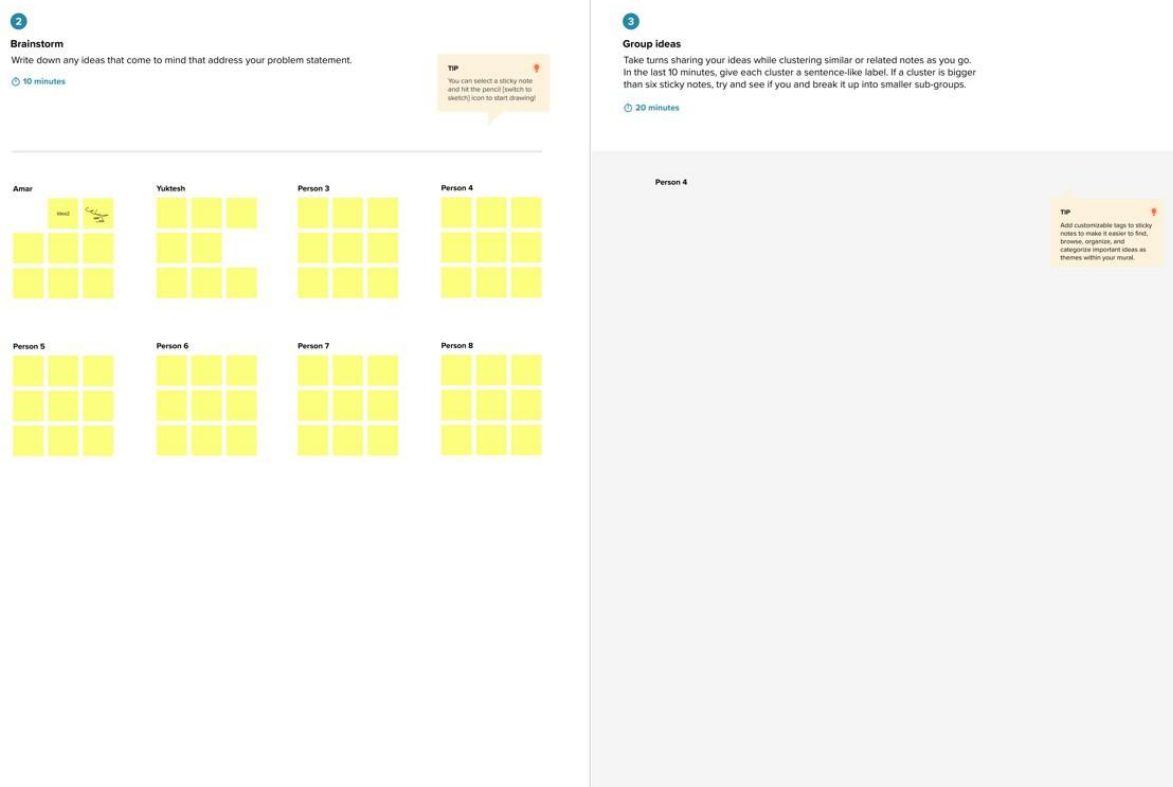
During the brainstorming session, team members share their ideas, and these ideas are listed on a whiteboard, sticky notes, or a digital tool. The goal is to generate as many ideas as possible, without worrying about their feasibility or practicality.

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 CRM Application for Jewelry 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 CRM Application, and begin to develop a clear understanding of what the application should do and how it should work.

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!

Amar   Yuktesh   Person 3   Person 4

Person 5   Person 6   Person 7   Person 8

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Person 4

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

Step-3: Idea Prioritization

The third step in designing a CRM Application for Jewelry 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 CRM Application for Jewelry

- 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 CRM Application meets the most important needs of jewelry businesses.
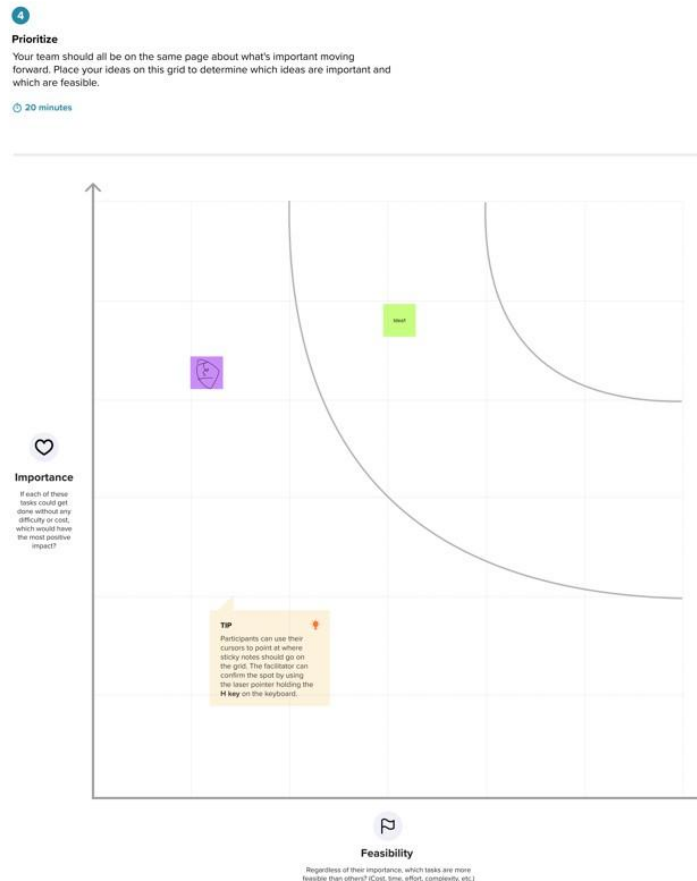
Ideation Phase Define the Problem Statements

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Project Name	CRM Application jewllery management admin
Maximum Marks	2 Marks

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 jewelry 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 jewelry 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

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

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: "Jewelry Industry Trends and Challenges"

Source: "Jewelry Industry Report" by McKinsey & Company

Summary: The jewelry industry is experiencing significant changes driven by shifting consumer behavior, technological advancements, and increasing competition. The report highlights the need for jewelry 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 jewelry sales are increasing, with 30% of consumers purchasing jewelry online in 2020.

3. Consumers are seeking personalized and experiential shopping experiences.

4. Jewelry 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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Team member	Kajapuram Akhil
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Project Name	CRM Appliaction jewellery management admin
Maximum Marks	4 Marks

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 loyality

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

Reference: https://www.mural.co/templates/empathy-map-canvas
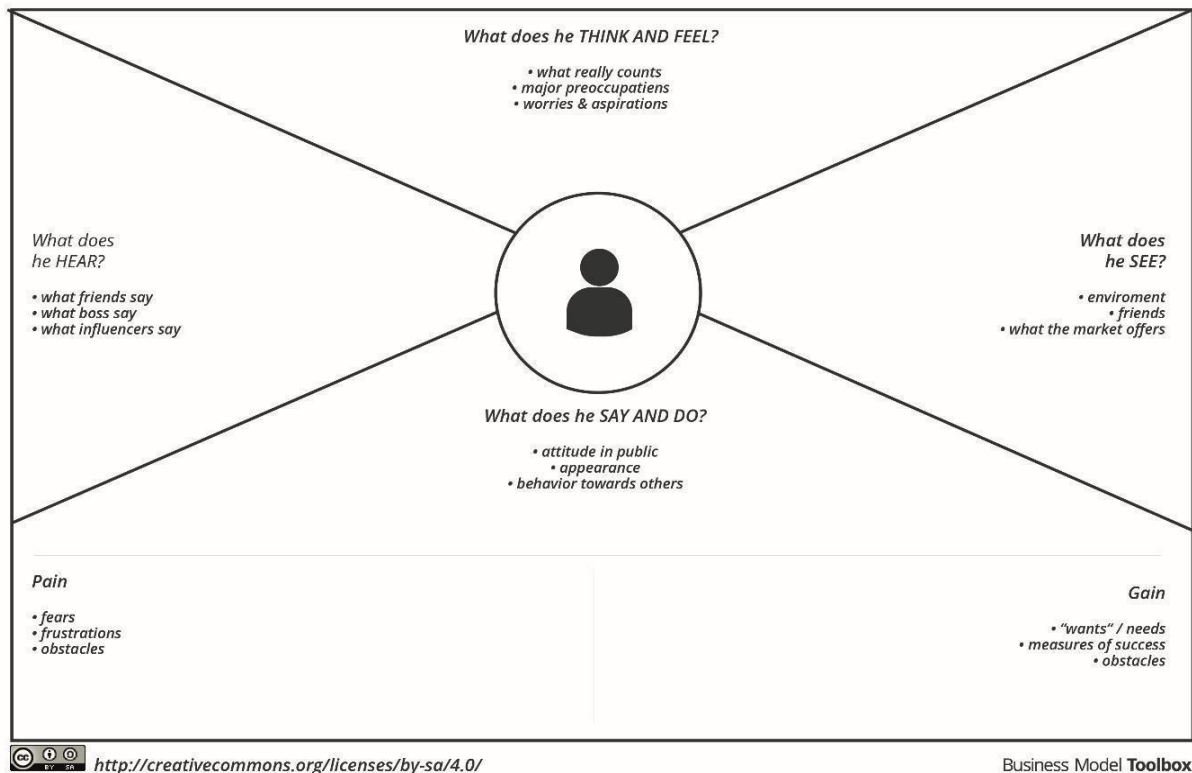
Example: Food Ordering & Delivery Application

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.
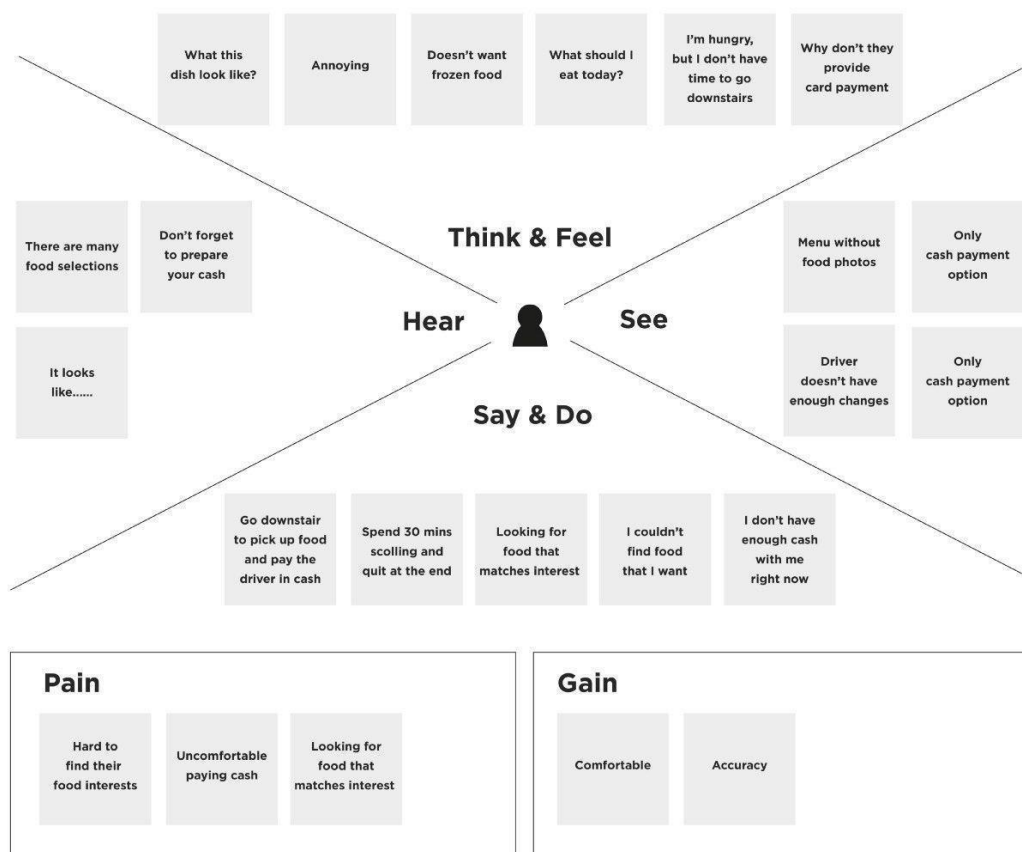
Core Features:

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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