

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 develop and improve our supermarket?



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.

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!

VIGNESH

Efficient Layout: Design the store layout for optimal traffic flow and easy access to popular items.

Inventory Management: Implement a robust inventory management system to ensure products are always in stock and reduce wastage.

Pricing Strategy: Develop a competitive pricing strategy to attract cost-conscious shoppers without sacrificing quality.

Friendly Staff Training: Ensure all employees are well-trained in excellent customer service to create a welcoming atmosphere.

VISHNUDHARSHAN

Branding and Logo: Create a distinctive, memorable logo and branding strategy that represents the name "DELIZEN."

Social Media Promotion: Develop a strong online presence through social media to engage with customers and promote special offers.

WAHID

Eye-Catching Displays: Design visually appealing product displays to encourage impulse buying and highlight special promotions.

Budgeting and Forecasting: Create a detailed financial plan, including budgeting and sales forecasts, to ensure profitability.

RAVEENKUMAR

Seasonal Themes: Plan seasonal and holiday-themed decorations to keep the store fresh and exciting.

Product Placement: Strategically place high-margin items at eye level to maximize sales and profitability.

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.

Creating a google business profile which helps in promoting our supermarket by reaching customers easily.

Personal Shopper Service: Consider offering a personal shopper service for busy or elderly customers.

Complaint Resolution: Develop a clear process for handling customer complaints and feedback to improve the shopping experience

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.

