Introduction

1.Project overview:

These records are stored in the database with security. The main processes of the system focus on customers request where the system is able to search the most appropriate products and deliver it to the customers.

2.purpose:

The "Cosmetic Store Management System" is a database application that allows administrators, employees, and customers to view various cosmetic products and their description.

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID19445
Project Name	Cosmetic Store Management
Maximum Marks	4 Marks

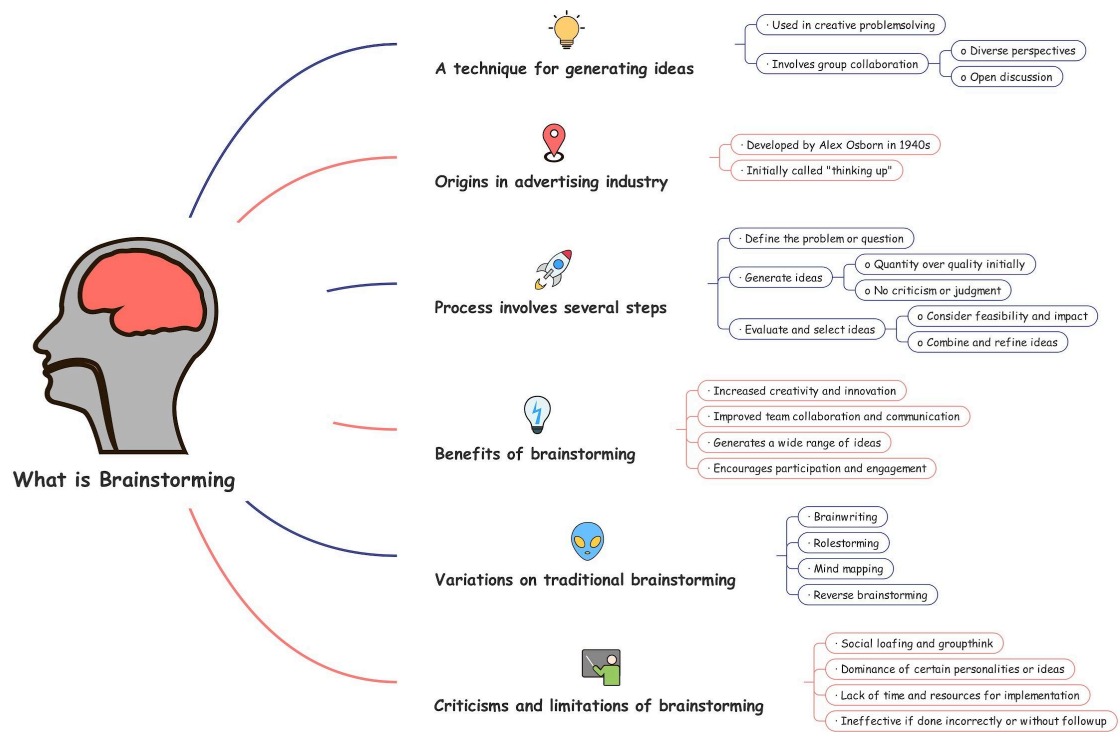**Brainstorm & Idea Prioritization Template:**

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.
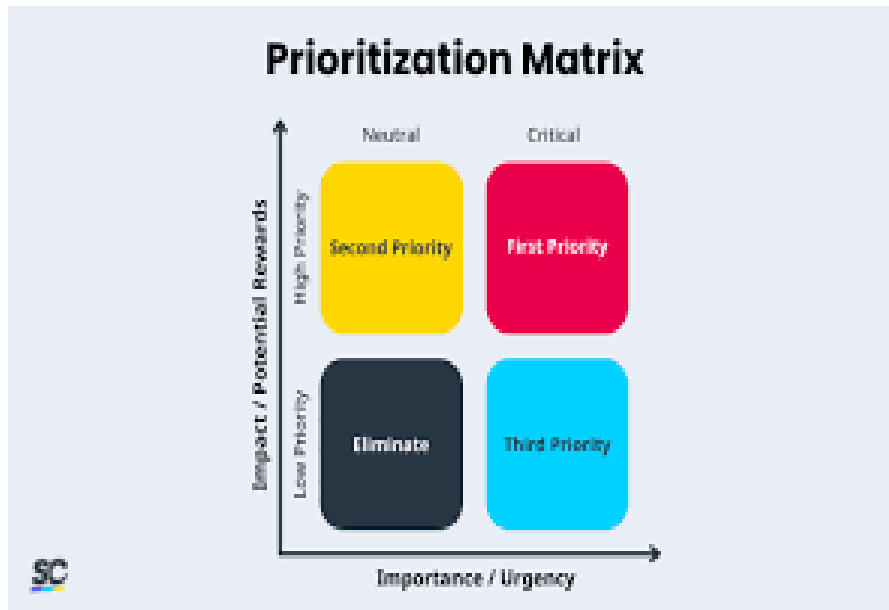
Step-1: Team Gathering, Collaboration and Select the Problem Statement

COLLABORATION

- Responsiveness
- Creation of Common Goals
- Planning
- Climate / Culture
- Diagnosis of Group Problems
- Systems / Roles and Responsibilities
- Leadership
- Information Exchange and Communication
- Integration

Step-2: Brainstorm, Idea Listing and Grouping

What is Brainstorming

A technique for generating ideas
- · Used in creative problemsolving
- · Involves group collaboration
  - o Diverse perspectives
  - o Open discussion

Origins in advertising industry
- · Developed by Alex Osborn in 1940s
- · Initially called "thinking up"

Process involves several steps
- · Define the problem or question
- · Generate ideas
  - o Quantity over quality initially
  - o No criticism or judgment
- · Evaluate and select ideas
  - o Consider feasibility and impact
  - o Combine and refine ideas

Benefits of brainstorming
- · Increased creativity and innovation
- · Improved team collaboration and communication
- · Generates a wide range of ideas
- · Encourages participation and engagement

Variations on traditional brainstorming
- · Brainwriting
- · Rolestorming
- · Mind mapping
- · Reverse brainstorming

Criticisms and limitations of brainstorming
- · Social loafing and groupthink
- · Dominance of certain personalities or ideas
- · Lack of time and resources for implementation
- · Ineffective if done incorrectly or without followup

Step-3: Idea Prioritization

Ideation Phase
Define the Problem Statements

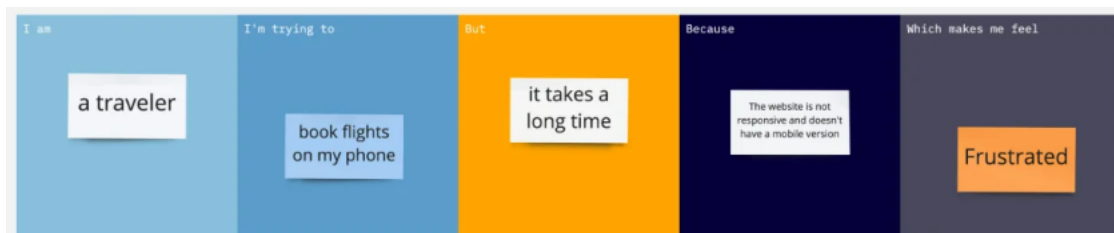| Date	31 January 2025
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Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Effects

The project will not meet its Targets like the number of articles added and the number of participants.

Participants won't have optimum concentration due to a non-conducive space.

Volunteers and facilitators will have to put in more effort to facilitate the workshop and training.

Most students and teachers won't participate during the workshop and training.

Problem

Not enough computers, internet connections and a conducive space for training and workshop

Teachers and students don't have personal computers or laptops.

The ICT Unit does not have enough tools for digital learning or training.

Inadequate funding to provide enough gadgets in the computer room.

Conducive Spaces in the school are fully booked or in use.

The Government does not see digital literacy as an essential need for schools

Root causes

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					

Ideation Phase
Empathize & Discover

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Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:
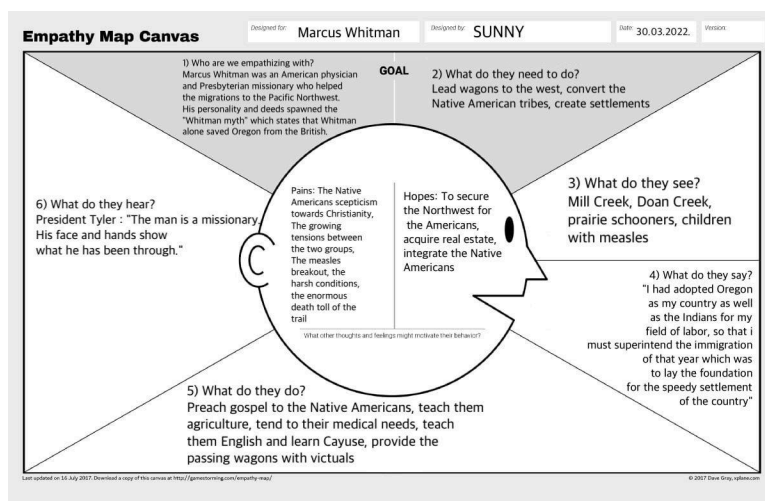
Example: Food Ordering & Delivery Application
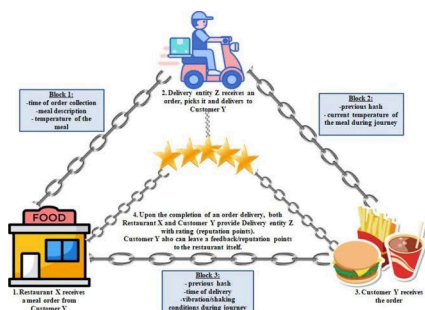
Conclusion:

CRM application is actually integration with other points of contact, leading to a single view of the multichannel interactions.Web-based CRM applications provide integrated marketing, sales.

THANKYOU TEAM SMARTBRIDGE

K.PADMINI(TEAM LEADER)