

Ideation Phase

Brainstorm & Idea Prioritization

Date	10 th November 2023
Team ID	Team-592284
Project Name	Market Segmentation Using ML
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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



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.

⌚ 90 minutes

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-

5 minutes

How might we improve communication and collaboration among remote team members?

How might we streamline our supply chain for cost savings?

How might we reduce employee turnover in our organization?

How might we increase the sustainability of our packaging for our products?

Step-2: Brainstorm, Idea Listing and Grouping:

Brainstorm

Write down any ideas that come to mind that address your problem statement.

15 minutes

Swathi

By implementing better inventory management

By transitioning to eco-friendly packaging

By streamlining the interface

By implementing better portion control

By implementing a customer loyalty program

By conducting user research

By implementing a customer rewards

By transitioning to optimizing packaging designs

Brindha

Eswar Sripadh

By improving app performance

by enhancing control over portion sizes.

By conducting user research, streamlining the interface, and improving app performance

By enhancing the supervision of inventory.

Switch to environmentally friendly packaging materials

Conduct a life cycle analysis to identify areas for improvement in sustainability

by optimizing packaging designs.

By implementing a customer loyalty program with rewards and personalized offers

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 and break it up into smaller sub-groups.

20 minutes

By conducting user research, streamlining the interface, and improving app performance

By enhancing the supervision of inventory.

Switch to environmentally friendly packaging materials

By transitioning to eco-friendly packaging materials and optimizing packaging designs

Step-3: Idea Prioritization:

4

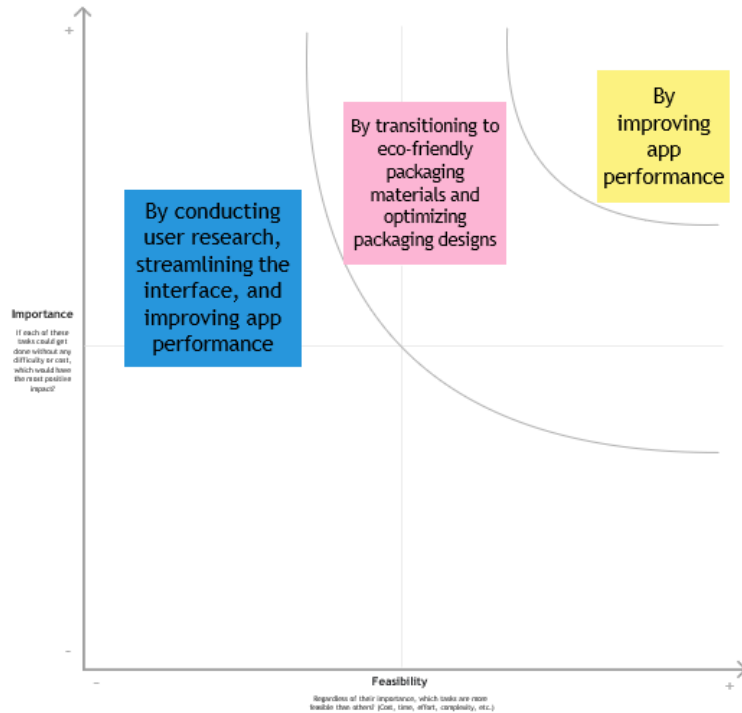
Prioritize

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 cursor 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.



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)