

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	Team-592709
Project Name	Wholesale customer segmentation analysis
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration


Browse all your photos and videos


Templ





Brainstorm & idea prioritization

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.

 10 minutes to prepare


 1 hour to collaborate

 2-8 people recommended



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
Akhil Ajithkumar
Shreeya Vemula
Kapilavai Krishna Priya Abhigna
Kabala Devi Rishitha

B

Set the goal
Wholesale customer segmentation analysis

C

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) 

Step-2: Select the Problem Statement, Brainstorm and Idea Listing

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

Who:
Wholesale customers

What:
Loss in business due to ineffective marketing strategies and product offerings.

When:
They go to market to buy products

Where:
When they go to market to buy products

Why:
We need to fix this to identify customer spending behaviours to maximize profit for the business.

PROBLEM

How might we enable wholesale businesses to understand their customers and their product needs in a highly competitive marketplace in order to develop products

2

Brainstorm

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

🕒 10 minutes

Person 1

Churn Prediction:
Develop models to predict customer churn based on their spending behavior. By identifying potential churners, you can implement retention strategies.

Time Series Analysis:
Analyze time-series data to identify seasonal spending patterns and trends. This can help businesses prepare for peak seasons and optimize inventory.

Anomaly Detection:
Detect unusual spending patterns or outliers in the data. Anomalies might indicate fraudulent activity or unusual customer behavior that requires attention.

Person 2

Implement regular customer surveys and feedback mechanisms to gather insights into customer preferences, pain points, and product needs. Use this data to inform product development.

Segment your customer base into different categories based on purchasing behavior, demographics, and preferences. Tailor your products to meet the specific needs of each segment.

Wholesale businesses can conduct market research to understand the competitive landscape, identify new market opportunities, and learn more about customer needs.

Person 3

A wholesale distributor of food products could use customer data to identify the most popular products in each geographic region.

A wholesale distributor of food products partnered with a local restaurant to develop a new line of pre-made sauces.

Attend a trade show for small businesses who are struggling to find affordable and high quality office supplies

Person 4

Create interactive dashboards that provide real-time insights into spending behavior, customer segments, and the effectiveness of marketing efforts.

Implement advanced inventory management systems that track product performance and can automatically reorder or adjust stock based on customer demand.

The distributor learned that many customers were looking for parts that were easy to install. The distributor then developed a new line of parts that were specifically designed for easy installation.

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Step-3: Grouping

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.

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Step-4: 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 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.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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→

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 →

📄

Share template feedback

Link to our mural:

<https://app.mural.co/t/wholesalecustomersegmentatio6991/m/wholesalecustomersegmentatio6991/1697523612327/6c33469b87b38f99bda76ea048c974e09c19082d?sender=u172b5c3089fb3d3522577879>