

Ideation Phase



Brainstorm & Idea Prioritization Template

Date	19 November 2023
Team ID	Team-591756
Project Name	E-Commerce Shipping Prediction Using Machine Learning
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.

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

<div></div> <h3>Brainstorm & idea prioritization</h3> <p>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.</p> <p>10 minutes to prepare 1 hour to collaborate 2-8 people recommended</p>	<div></div> <h4>Before you collaborate</h4> <p>A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</p> <p>10 minutes</p> <div><div>A</div>Team gathering Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.</div> <div><div>B</div>Set the goal Think about the problem you'll be focusing on solving in the brainstorming session.</div> <div><div>C</div>Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.</div> <p>Open article →</p>	<div>1</div> <h4>Define your problem statement</h4> <p>What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.</p> <p>5 minutes</p> <div><h5>Problem Statement</h5><p>"Increasing customer satisfaction and optimizing operational efficiency by developing a machine learning model to predict accurate shipping times for e-commerce orders, addressing the challenges of unpredictability in delivery logistics."</p><h5>Challenges</h5><ul style="list-style-type: none">Data Quality and ConsistencyComplexity of Supply ChainInternational Shipping ChallengesReal-time Updates and Integration</div>
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Step-2: Brainstorm, Idea Listing and Grouping

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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 (touch to select) icon to start drawing!

Adharsh kumar Reddy

Use historical order and delivery data to identify patterns and trends, informing the model's predictions

Incorporate weather data to account for external factors affecting delivery times, like storms or traffic disruptions

Consider the geographical location of customers and warehouses to optimize routing and predict delivery times more accurately

Integrate real-time tracking information to adjust predictions dynamically based on the current status of the delivery

Include customer-specific preferences and time constraints to tailor predictions for individual needs

Experiment with various machine learning algorithms (e.g., regression, neural networks) to find the most accurate model for your dataset

Leverage predictive analytics to foresee potential delays and proactively manage logistics

Work closely with logistics partners to gather insights and enhance the model with industry-specific knowledge

Rishiteja

Develop or integrate routing algorithms that consider traffic patterns, road closures, and other location-specific challenges

Predict maintenance needs for delivery vehicles, reducing the likelihood of unexpected delays due to breakdowns

Implement dynamic time windows for delivery predictions, adjusting estimates based on real-time conditions.

Build a system for automated, real-time communication with customers, keeping them informed about potential delays and reasons behind them.

Establish a feedback loop where customer feedback on delivery experiences is used to continually improve and retrain the model.

Explore blockchain technology to create a transparent and immutable record of the entire supply chain, enhancing trust and traceability.

Teja Sri

Ensure the machine learning model's predictions are explainable, providing transparency to users and building trust in the system.

Integrate predictive inventory management to ensure that products are readily available, reducing delays caused by stockouts.

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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, organize, organize, and categorize important ideas as themes within your mural.

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Predict maintenance needs for delivery vehicles, reducing the likelihood of unexpected delays due to breakdowns.

Develop or integrate routing algorithms that consider traffic patterns, road closures, and other location-specific challenges.

Build a system for automated, real-time communication with customers, keeping them informed about potential delays and reasons behind them.

Include customer-specific preferences and time constraints to tailor predictions for individual needs.

Explore blockchain technology to create a transparent and immutable record of the entire supply chain, enhancing trust and traceability.

Step-3: Idea Prioritization

4

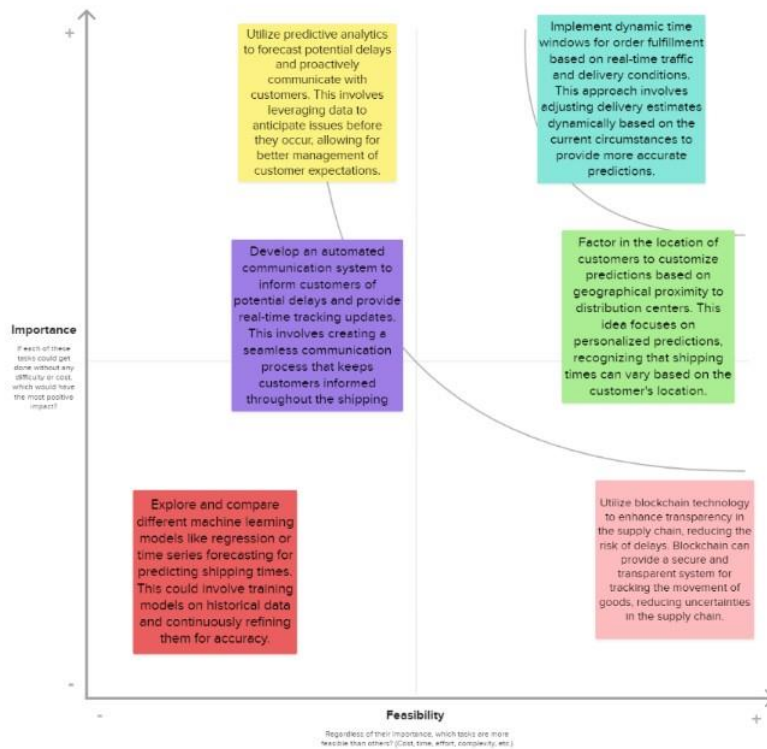
Prioritize

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 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.



➔

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

- 1. **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2. **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 →](#)

Reference link(Our mural)-

<https://app.mural.co/t/teamsmartbridge2456/m/teamsmartbridge2456/1699538122256/cc22c8789ed10d078a7ebc71d85ab12922059120?sender=u47eafe4f89c35a704af04977>