

PHASE – 1:

IDEATION PHASE:


Brain-Storming Map:

Date	23 October 2023
Team ID	Team-591849
Project Name	Project - Understanding Audience
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

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

Template



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

1

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

Define your problem statement

Organizations find it difficult to recognize and target potential customers in today's competitive business environment, which results in less-than-ideal marketing tactics and lower revenue. The complexity of consumer data and the requirement for a more advanced segmentation strategy provide the problem. When it comes to delivering precise and useful insights for tailored marketing, conventional approaches fall short. By using cutting-edge machine learning algorithms for accurate client segmentation, the initiative seeks to overcome these issues.

PROBLEM

UNDERSTANDING AUDIENCE

Key rules of brainstorming

To run an smooth and productive session

1

Stay in topic.

2

Defer judgment.

3

Go for volume.

4

Encourage wild ideas.

5

Listen to others.

6

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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 for the pencil (which is default), you can start drawing!

Vishwanth Dhalapala

- understanding the audience's interests and their lifestyle
- Strategies to ensure fair and accurate segmentation
- considering technical aspects of seamless integration

V. Kuyil Ramesh

- Different Machine Learning Models suitable for customer segmentation
- Discussion of scenarios where segmentation can be most effective
- A solution that can be adaptable to different business domains and can handle dynamic market changes

Hemalatha Deshpande

- Building a solution that can provide actionable insights for targeted marketing strategies and improved decision-making
- Key Customer Segments**
- considering scalability, ensuring fair access to necessary insights for customer segmentation model after that testing, infrastructure

Lakshmi Sujana Venkayya

- Feasibility and benefits of real-time customer segmentation
- Reducing unnecessary market strategies and advertisements
- We can offer the customer segmentation solution as a service to a subscription-based pricing model

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.

10 minutes

Tip
Add a color-coded tag to sticky notes to make it easier to track, remove, organize, and categorize important ideas as they develop your model.

- How customer segmentation can contribute to the customer satisfaction and the market share
- How businesses can be benefited with model
- Builds understandability and trust between the customers and organization for providing them with the right services
- Beneficial to customers and the organization itself.
- Develop a robust solution that can analyze customer data to identify distinct segments

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

- 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 →](#)

