


Ideation Phase - Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	Team-592124
Project Name	Project - Online Shoppers Intentions using ML
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a way for the team to come together and think creatively to solve problems. It's all about generating lots of ideas, even if they're unusual, and working together to build on them.

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



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

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

📌 **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

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

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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

PROBLEM

How might we predict and enhance online shoppers' intentions using machine learning to optimize their shopping experience?

Key rules of brainstorming
To run a smooth and productive session

- 👤 Stay in topic.
- 💡 Encourage wild ideas.
- 👂 Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ 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 hit the pencil (switch to sketch) icon to start drawing!

Recommend products based on what users like.

Understand user behavior and adjust the shopping experience.

Predict when users might abandon their carts and offer incentives.

Gauge user emotions and adjust the experience accordingly.

Improve search results by understanding what users are looking for.

Experiment with different features to see what encourages more purchases.

Track the user journey to find drop-off points and fix them.

Analyze product reviews to help users make better choices.

Offer personalized discounts and promotions.

Create chat support that understands user questions.

Use machine learning to detect and prevent fraud, building trust.

Use chatbots to help users find what they want.

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 or themes within your mural.

Personalization:

Recommend products based on user preferences

Understand user behavior and make shopping easier.

Use chatbots to help users find what they want.

Improve search results and cater to user needs.

Improvement :

Prevent users from leaving their carts and encourage purchases.

Experiment with features to boost sales.

Track user paths to fix issues and improve the experience.

Offer personalized discounts and deals.

Security :

Provide responsive chat support.

Ensure secure transactions and protect users from fraud.

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.

