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

Step-2: Brainstorm, Idea Listing and Grouping

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.

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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as 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.

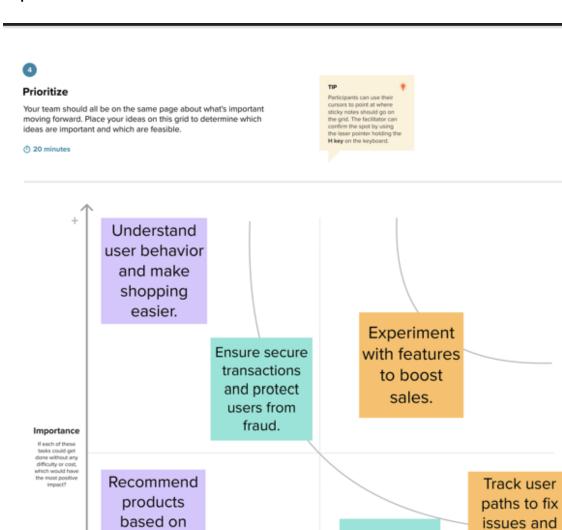Experiment with features to boost sales.

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

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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

Understand user behavior and make shopping easier.

Ensure secure transactions and protect users from fraud.

Experiment with features to boost sales.

Importance

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

Recommend products based on user preferences

Track user paths to fix issues and improve the experience.

Provide responsive chat support.

Feasibility

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