

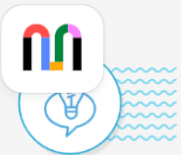
Ideation Phase
Brainstorm & Idea Prioritization Template

Date	9th November 2023
Team ID	Team-591345
Project Name	Ecommerce 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.

[Click here to open brainstorming canvas](#)



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can generate ideas and prioritize them. Encourage your team to use their imagination and think of as many concepts as possible, even if you're not in the same room.

To prepare
To collaborate
To recommend



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

1. Raghavendra Varun
2. Akshat Gattani



Set the goal

To brainstorm and come up with innovative and efficient ways to enhance the accuracy and speed of shipping predictions. We want to explore ideas that leverage data analytics, machine learning, or any other relevant technologies to optimize the shipping process, minimize delays, and improve overall customer satisfaction. To focus on creative solutions that can make the shipping experience smoother and more reliable for both the ecommerce business and its customers.



Define your problem statement

Shipping prediction is an important tool for e-commerce businesses that want to provide accurate delivery estimates to their customers and improve their overall customer experience.

🕒 5 minutes

PROBLEM

How might we minimize delays in product shipping?



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.



Brainstorm

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

🕒 10 minutes

Person 1

Precise order tracking system

Predict delivery estimations using AI

Integration of traffic and weather data

Forecast to improve inventory management

Develop contingency plans for unexpected delays

Ensuring there is no damage or loss of packages by collaborating with trusted delivery partners.

Take product weight into consideration to predict possible delays

Prioritise some orders over others

Perform customer profiling and provide discounts accordingly.

Predict the most convenient mode of shipment

Person 2

Using GPS to give live updates

Select reliable courier service provider

Provide model with live-data to update it.

Optimize route based on the delivery and conditions at the time.

Predict and packing high demand products

Take into account customer reviews and update the model based on them.

Figure out relation between origin of product and delays

Predicting cost estimations for shipping

Provide custom delivery options to customers.

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

Enhancing customer experience

- Provide custom delivery options to customers.
- Take into account customer reviews and update the model based on them.
- Select reliable courier service provider
- Ensuring there is no damage or loss of packages by collaborating with trusted delivery partners.

Order Forecasting

- Forecast to improve inventory management
- Perform customer profiling and provide discounts accordingly.
- Predict and packing high demand products
- Prioritise some orders over others

Shipping route

- Optimize route based on the delivery and conditions at the time.
- Using GPS to give live updates
- Precise order tracking system

Shipping Predictions

- Integration of traffic and weather data
- Predict delivery estimations using AI
- Predicting cost estimations for shipping
- Predict the most convenient mode of shipment
- Provide model with live-data to update it.

Predict Delays

- Take product weight into consideration to predict possible delays
- Develop contingency plans for unexpected delays
- Figure out relation between origin of product and delays

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

