



Brainstorm & ideaprioritization

"Sipping a symphony of coffee, I find solace in this corner, where the aroma of books and the warmth of a mug create a perfect harmony for my reading journey" .

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 2-8 people recommended



Before you collaborate

he aromatic allure of freshly brewed coffee with a curated collection of books, creating an atmosphere where patrons can escape into the pages of a good read.

🕒 10 minutes

Team gathering

K.Yuvasri , J.Nandhini , N.Varsha Devi , M.Vimalpriya we discuss about the menu, location, target audience, marketing strategies, and overall concept of our shop

Set the goal

The goal of creating "Symphony Sips " is to establish a unique and vibrant coffee that provides a harmonious blend of flavors and books in a relaxing atmosphere.

Learn how to use the facilitation tools

"Group related ideas together on your chosen tool, creating clusters. For instance, categorize ideas related to the coffee menu, book selection, and interior design."

1

Define your problem statement

How can we create a coffee shop with books ? "That not only attracts book lovers but also provides a warm and inviting atmosphere for customers to enjoy coffee and engage with literature in a way that differentiates us from other coffee shops and bookstores, ultimately ensuring our long-term success and sustainability"

🕒 5 minutes

PROBLEM

How can we create a coffee shop with books ?



Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

2

Brainstorm

This problem statement sets the stage for brainstorming by highlighting the need to combine the coffee and book elements into a unique and compelling experience that stands out in the market.

🕒 10 minutes

YUVASRI K

Create themed sections in our coffee shop, each dedicated to a different genre or topic of books

Allow customers to borrow books, encouraging return visits and book exchanges.

Create cozy reading nooks with comfortable seating and good lighting

VIMAL PRIYA M

Offer a selection of bestsellers and unique books for sale in addition to coffee.

Develop an app that allows customers to reserve books, order coffee, and earn loyalty rewards.

Embrace sustainability with eco-friendly coffee cups and recycled bookshelves.

VARSHA DEVI N

Designate specific times as quiet reading hours for a serene environment.

Create reading challenges or book bingo cards for your customers. Offer incentives like free coffee or discounts for completing them.

Have well-informed staff who can recommend books based on customers' preferences.

Craft specialty drinks named after famous literary works or characters.

Create a welcoming and cozy atmosphere with book-themed decor.

Offer a wide variety of high-quality coffee, tea, and snacks. You might also consider having book-themed drinks on your menu.

3

Group ideas

Our coffee shop should be a place where book lovers can relax, socialize, and immerse themselves in the world of literature. Our coffee shop with a small bookstore, allowing customers to purchase books to take home.

🕒 20 minutes

TIP

"Author Meet and Greets:- Invite local and popular authors to your coffee shop for book signings and meet-and-greet sessions."

4

Prioritize

Consider hosting author meet-and-greet sessions early on to attract book enthusiasts and local authors to your coffee shop.

🕒 20 minutes

TIP

Stock our coffee shop with a variety of books, including novels, non-fiction, graphic novels, and children's books. Consider local authors and popular bestsellers to cater to a wide range of readers.

