# Brainstorm

**TIP**

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**& idea prioritization**

## 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

A Team gathering

**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

**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

**VIMAL PRIYA M**

**TIP**

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

**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

**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.

"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

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

**B 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.

**C 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."

**PROBLEM**

**How can we create a coffee shop with books ?**

**Key rules of brainstorming**

To run an smooth and productive session

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.

**VARSHA DEVI N**

Create cozy reading nooks with comfortable seating and good lighting

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.

NANDHINI J

**+**

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

Stay in topic. Defer judgment.

Encourage wild ideas. Listen to others.

Designate specific times as quiet reading hours for a serene

.

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

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.

**Quiet Hours**

Establish dedicated quiet

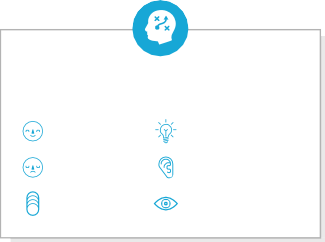
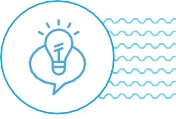
Go for volume. If possible, be visual.

environment.

completing them.

hours to cater to

serious readers looking for a peaceful environment.



**SYMPHONY SIPS**

**-**

### - Feasibility +

Location, Book Collection, Brand identity,Marketing , Coffee flavour and Promotion