

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	25 September 2022
Team ID	PNT2022TMID48083
Project Name	Customer Care Registry
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.

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.

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

**Template**



### 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

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**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

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- A Team gathering**  
Define who should participate in the session and send an invitation. Share resources to bring data or research along...
- B Set the goal**  
Think about the problem you'll be focusing on solving in the ideation session.
- C Learn how to use the facilitation tools**  
Use the Facilitator's Guide to learn a facilitation technique to run a productive session.

[Open article](#)

**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 [your problem statement]?

**Key rules of brainstorming**

Be clear, be specific, be creative, be bold.

- ⌚ Stay on topic.
- 🗣️ Encourage wild ideas.
- 🚫 Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ It's better to be vague...



**Need some inspiration?**

See a list of ideas on the right to help you get started.

[Open example](#)

## Step-2: Brainstorm, Idea Listing and Grouping

2

**Brainstorm**  
 Write down any ideas that come to mind that address your problem statement.  
 10 minutes

**TAMIL MURASU R**

Just	Problems	J. S. R.
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**KAMALESHWARAN J**

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**SEBASTIN JOHN PAUL A**

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**MICHEAL RAJ A**

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**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

**CUSTOMER'S EXPECTATIONS**

- Customers to assist
- Quick response of package
- Clearing all questions given by customer
- Produce any package & instructions
- Service person is friendly
- Produce package with instructions

**SECURITY**

- Produce package with instructions
- Produce package with instructions
- Produce package with instructions

**SERVICES**

- Providing services on time
- Produce package with instructions
- Tracking of services
- Filtration based on services

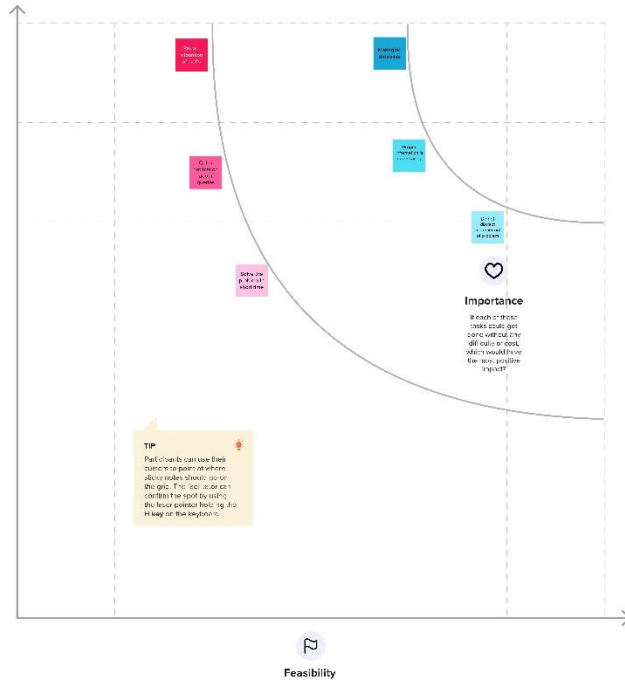
## Step-3: Idea Prioritization

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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



Feasibility

5

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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