

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID25170
Project Name	Project – Customer Care Registry
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

#### 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

**A Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and 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

"To overcome the existing defects I've returning products because of cracks/complaints etc... through textvoice message in via our app"

Key rules of brainstorming

To run an smooth and productive session

Stay on topic

Encourage wild ideas

Defer judgement

Listen to others

Go for volume

If possible, be visual

**2 Brainstorm**

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

⌚ 10 minutes

**Sabarish**

Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why

**Lokeshwar**

Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why

**Shannugam**

Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why

**Suriyakumar**

Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why
Define	Problem	How	Why

**Tip**

You can use 1-100% idea and 10-20% idea for the session.

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

**3**

**Group Ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

**Notifications.**

24/7 responses, full screen mode, save money, smart notification, timely responses

**Vertical Assistant.**

voice assistant, video assistant, customer details, encrypt to encrypt, memory backup

**Marketing Assistant.**

E-commerce assistant, High accuracy, screen sharing, Omni channel, multi-channel billing support

**Support services.**

Technical support, Protection support, multi language support, customer awareness support, instant response support

**TIP**

And use this sticky note to sticky notes to make it easier to link E-commerce, security, data as relevant with your team

## Step-3: Idea Prioritization

**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

**Importance**

If each of these ideas could get some action in any order, in any case, what would have the most positive impact?

**Feasibility**

Report one of these metrics, which has a more feasible than others of cost, time, complexity, etc.

**TIP**

Post your ideas on the grid. If you have a lot of ideas, you can use the sticky notes to make it easier to link E-commerce, security, data as relevant with your team

**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**

**Share the mural**  
Share a view link of the mural with stakeholders to keep them in the loop about the outcomes of the session.

**Export the mural**  
Export a copy of the mural as a PNG or PDF or attach to email, include in a doc, 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.  
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