

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	02 NOVEMBER 2025
Team ID	NM2025TMID02018
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Maximum Marks	4 marks

Brainstorm & Idea Prioritization Template:

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

Team members collaboratively discussed common challenges in support operations and identified that inefficient or manual ticket assignment leads to delays and uneven workload distribution. After brainstorming, the team decided to focus on building an automated, efficient ticket assignment system that ensures fair distribution and faster resolutions.

Template



Brainstorm & idea prioritization

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-4 people recommended

1

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

2

Team gathering

Support operations manager, IT support lead, Product manager, Workflow administrator, specialist, data analyst

3

Set the goal

Identify ways to reduce and automate ticket assignment so that customer support requests are routed efficiently and evenly across agents.

4

Learn how to use the facilitation tools

Use a whiteboard tool (e.g., Miro, FigJam, or digital sticky notes) to list current issues, ideas, and solutions collaboratively.

1

Problem statement

Our ticket assignment process is inefficient and uneven; we need an automated, data-driven system to assign tickets quickly and fairly based on priority, skill, and availability.

🕒 15 minutes

2

Problem

How might we streamline our ticket assignment process to ensure faster & more efficient distribution of support requests?

Key rules of brainstorming

To ensure smooth and productive session

🗣️ Skip it later

💡 Encourage wild ideas

🚫 Defer judgement

👂 Listen to others

🕒 Go for quantity

🔄 It's okay to be stupid

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm:

Each member contributed ideas on automating ticket distribution using workflow rules, AI-based assignment, and role-based categorization to improve overall efficiency.

Idea Listing:

All suggestions were documented, covering automation triggers, agent capacity limits, and feedback loops to monitor effectiveness.

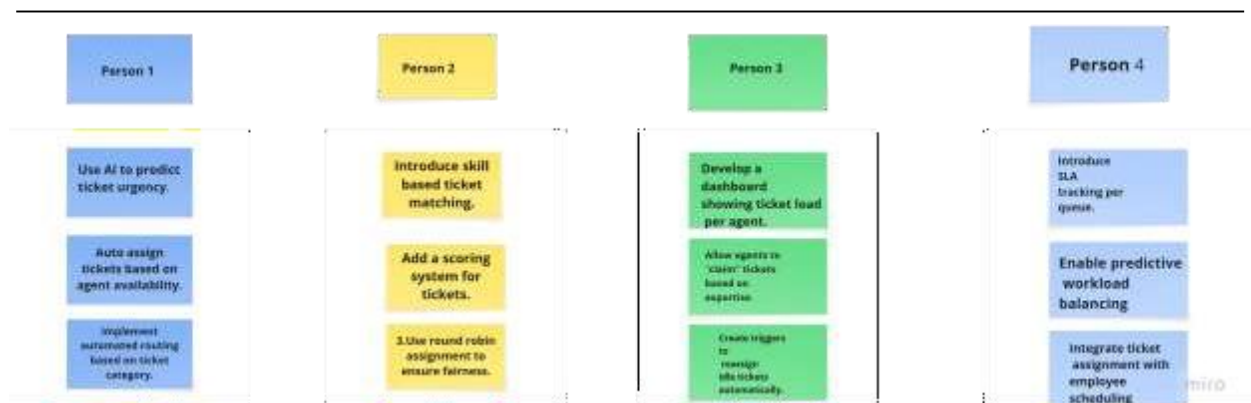
Grouping:

Similar ideas were grouped under categories such as automation logic, agent management, and reporting metrics. This helped the team identify core priorities.

Action Planning:

Selected ideas were converted into actionable steps with assigned responsibilities and implementation timelines for better execution.

IDEA LISTING



Step-3: Idea Prioritization

Idea prioritization allowed the team to focus on the most impactful improvements for the support system. The core goal was to automate ticket routing efficiently while maintaining transparency and accountability. This structured prioritization simplified the implementation process and ensured that critical components like workload balancing and service-level compliance were addressed first. Visual aids such as flowcharts and assignment models helped communicate the idea clearly across the team, ensuring a unified execution plan.

