**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

|  |  |
| --- | --- |
| Date | 26-08-25 |
| Team ID | LTVIP2025TMID60976 |
| Project Name | **Resolve Now : Your Platform for Online Complaints** |
| Maximum Marks | 4 Marks |

**📍 Step 1: Team Gathering, Collaboration & Problem Statement Selection**

**Goal:** Align your team around the **core problem** you're solving with *Resolve Now* and foster open collaboration.

**🎯 Suggested Problem Statements for *Resolve Now*:**

1. How can we simplify the complaint submission process for non-technical users?
2. How can we ensure fair and transparent resolution of disputes?
3. What features will build trust between users and respondents?
4. How do we prevent spam or malicious complaint submissions?
5. How can admins effectively manage high volumes of cases?

**🧠 Team Roles to Include:**

* Product Owner / Stakeholder
* UX/UI Designer
* Backend Developer
* Frontend Developer
* Legal/Compliance Advisor
* QA Engineer
* End-user representatives (optional, but powerful!)

**🧠 Step 2: Brainstorm, Idea Listing & Grouping**

**Goal:** Encourage all participants to contribute raw ideas, no matter how unconventional. Use digital sticky notes or a shared board.

| **Idea** | **Description** | **Group / Theme** |
| --- | --- | --- |
| AI-based complaint triage | Use AI/NLP to auto-categorize complaints | Automation |
| Anonymous filing | Let users file complaints without disclosing identity (optional) | Privacy & Ethics |
| Complaint Tracker | Users get live status updates like a parcel tracking system | Transparency |
| Resolution scoring system | Let users rate the fairness of the resolution | Feedback |
| Response time leaderboard | Rank respondents by average resolution time | Gamification |
| Video evidence upload | Allow attaching short videos to complaints | Evidence Handling |
| One-click escalate to admin | Simple escalation button when resolution fails | Escalation |
| Pre-filled templates | Complaint templates for common issues | UX Improvement |

✅ Encourage themes to emerge, like:

* **Transparency**
* **Trust & Safety**
* **User Empowerment**
* **Speed of Resolution**
* **Scalability**
* **Legal Compliance**

**🎯 Step 3: Idea Prioritization (Effort vs Impact Matrix)**

**Goal:** Identify which ideas to pursue based on **Impact vs. Effort**.

| **Quadrant** | **Definition** | **Action** |
| --- | --- | --- |
| **Quick Wins** | High impact, Low effort | 🚀 Prioritize for MVP |
| **Major Projects** | High impact, High effort | 🧱 Plan for phased implementation |
| **Low-Hanging Fruit** | Low impact, Low effort | ✅ Consider for polish |
| **Time Wasters** | Low impact, High effort | ❌ De-prioritize |

**🧩 Example Matrix:**

| **Idea** | **Impact** | **Effort** | **Quadrant** |
| --- | --- | --- | --- |
| Complaint Tracker | High | Low | ✅ Quick Win |
| AI Triage | High | High | 🔜 Major Project |
| Anonymous Filing | Medium | Medium | ✅ Low-Hanging Fruit |
| Video Evidence Upload | Low | High | ❌ Time Waster (for now) |

🛠 Tip: Use voting (dot voting, emojis, or a plugin like MURAL/Miro) to rank ideas as a team.

**📌 Final Output: Idea Prioritization Table**

| **Idea** | **Group** | **Priority** | **Notes** |
| --- | --- | --- | --- |
| Complaint Tracker | Transparency | High | Build in Sprint 1 |
| AI Triage | Automation | Medium | PoC in later sprint |
| Response Leaderboard | Gamification | Low | Only if enough data |
| Anonymous Filing | Privacy | Medium | Review legal implications |