

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	10-06-2025
Team ID	LTVIP2025TMID52034
Project Name	GroceryWebapp
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming fosters a collaborative and open environment that empowers every team member to contribute to the creative thinking process focused on solving grocery shopping challenges. Emphasizing the quantity of ideas over immediate quality, unconventional and out-of-the-box grocery-related concepts are encouraged and expanded upon.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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



Online Complaint Registration and Management System

Before you collaborate

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» Get an overview

The Online Complaint Registration and Management lev, dxu anay utating leccres of submitting, tracking, and receiving complaints

» Optimize the process

It can help organisations develop a safety managemenitng that dicit prodomy: readivene complaints and imrove subraction.

» Become familiar with key features

- User registration and complaint submission
- Tracking, notifications, and agent interaction
- Assigning and routing complaints

Define your problem statement

What problems can this system help to columunite: rous vore problems' and reebond add, time forme a overis. This will be the focus of your distrutorm.

→ Refermt

How might we improve complaint resolution efficiency?

Key rules of brainstorming

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- 🔦 Encourage all ideas
- 🕒 Go for quantity
- 🗑️ Deter judgment
- ➡️ Link and improve

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

© 10 minutes

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

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

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

