

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	20 September 2022
Team ID	PNT2022TMID36073
Project Name	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 to participants 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 tool

Use the Facilitation Superpower for 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 like returning products because of cracks/complaints etc., through text/voice message in via our app"

Key rules of brainstorming

To have smooth and productive session

🗣️ Stay on topic

👂 Better judgement

🗣️ Go for volume

💡 Encourage wild ideas

👂 Listen to others

🗣️ If possible, be visual

2 Brainstorm

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

⌚ 10 minutes

Sabarish

Send text message	Send voice message
Send video message	Send photo message
Send location message	Send status message

Lokeshwar

Send text message	Send voice message
Send video message	Send photo message
Send location message	Send status message

Shanmugam

Send text message	Send voice message
Send video message	Send photo message
Send location message	Send status message

Suriyakumar

Send text message	Send voice message
Send video message	Send photo message
Send location message	Send status message

Tip

You can select a sticky note and move it to the board that you want to use.

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 response

Vertical Assistant.

voice assistant

video assistant

customer details, encrypt to encrypt

secure images, people photos, messages

memory backup

Marketing Assistant.

e-Commerce assistant

High accurate

screen sharing

OMI channel

multi-channel billing support

Support services.

Technical support

Protection support

multi-language support

customer service support

instant response support

TIP
Add one or two new steps to sticky notes to make a cluster more like a sentence, and categorize by topic. Also, use the same color for your notes.

Step-3: Idea Prioritization

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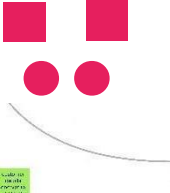
Prioritize
Your team should all be on the 5-line page about what's important moving forward. Place your idea in the circle to determine which idea is the most important. In the end, we'll have a list of 15 ideas.

OZOmniVest

O
Importance

Participants can also use this tool to point to which idea they think is the most important. The facilitator can confirm this by using the "most important" button.

Feasibility



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After you finish, you can export the results as an image or PDF to share with others. If you're using the company who made this tool, you can also share the results with them.

Quick add-ons

0. The first step is to create a list of ideas. You can use the "Add idea" button to add a new idea to the list.

[1] The second step is to evaluate the ideas. You can use the "Evaluate" button to evaluate the ideas.

Keep moving forward

The first step is to create a list of ideas. You can use the "Add idea" button to add a new idea to the list.

The second step is to evaluate the ideas. You can use the "Evaluate" button to evaluate the ideas.

The third step is to implement the ideas. You can use the "Implement" button to implement the ideas.

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