Ideation Phase - Brainstorm & Idea Prioritization Template

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| Date | June 2025 |
| Team ID | LTVIP2025TMID57241 |
| Project Name | Service Desk for Customer Complaint Resolution |
| Maximum Marks | 4 Marks |

Step 1: Team Gathering, Collaboration, and Problem Statement Selection Activity:

As the sole developer, I initiated the ideation process by identifying gaps in the current complaint management systems through personal research and observation. I selected a meaningful problem related to delayed and inefficient handling of user grievances.

Selected Problem Statement:

"There is no efficient, centralized digital platform where users can submit complaints and track their resolution in real-time, causing delays, lack of accountability, and frustration."

Step 2: Brainstorm, Idea Listing, and Grouping Raw Ideas Generated:

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| --- | --- |
| **Idea** | **Group** |
| Online portal for complaint submission | User Interface (UI) |
| Track complaint status in real-time | Core Functionality |
| Notify users via email/SMS | Notification System |
| Assign agents automatically | Backend Logic |
| Admin dashboard to manage all complaints | Admin Interface |
| Chat between user and agent | Real-time Communication |
| Secure login using OTP | Security |
| Attach documents/images with complaint | Complaint Features |
| Complaint resolution feedback | Feedback System |

Grouped Themes:

* UI/UX: Complaint form, dashboard, responsive design
* Communication: Email, SMS, real-time chat
* Security: OTP, authentication
* Admin Tools: Monitoring, assigning, analytic

Step 3: Idea Prioritization

Prioritization Matrix (based on Impact vs Effort):

|  |  |  |  |
| --- | --- | --- | --- |
| **Idea** | **Impact** | **Effort** | **Priority** |
| Complaint form + file upload | High | Low | High |
| Real-time complaint tracking | High | Medium | High |
| Admin assignment panel | High | High | High |
| Chat with agent | Medium | Medium | Medium |
| SMS/Email Notifications | Medium | Medium | Medium |
| OTP Login | Medium | High | Low |
| Feedback System | Low | Low | Low |

Final Decision:

I decided to implement the most impactful and feasible ideas first, including complaint submission, real-time tracking, admin tools, and user-agent interaction. Features like OTP and feedback will be added in future versions.