

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID18048
Project Name	Customer Care Registry
Maximum Marks	4 Marks


#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.




Reference: [Empathy Map](#)


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




### 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

 **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

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**A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work 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 tools**  
Use the Facilitation Superpowers to run 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

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**PROBLEM**

How might we [your problem statement]?



#### Key rules of brainstorming

To run an smooth and productive session

-  Stay in topic.
-  Encourage wild ideas.
-  Defer judgment.
-  Listen to others.
-  Go for volume.
-  If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

**2**

**Brainstorm solo**

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent storming" avoids group think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

**Prakash R**

It is feasible or not?

What about project planning?

How to complete sprints?

What technology?

**Selva Yogiraam C**

Job scheduling

Agent login

Gmail login

Security enhanced

**Jetson Cyrus J**

Live chat support

24/7

Automatic agent assignment

Simple UI

**Mari Saravanan P**

What platform?

Sendgrid integration

Communication issues

UI design

**3**

**Brainstorm as a group**

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

🕒 15 minutes

**TIP**  
You can use the Voting feature tool below to focus on the strongest ideas.

**Personalized notifications**

**Tickets to right agent**

**Frequently asked questions**

**Automatic Email alerts**

**Automatic agent allotment**

**Job scheduling**

**Automatic email alerts**

**Customer - Agent live chat**

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## Step-3: Idea Prioritization

