

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	09 NOVEMBER 2022
Team ID	PNT2022TMID08534
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.

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

The screenshot displays the Miro 'Brainstorm & Idea Prioritization' template. The interface includes a top toolbar with icons for undo, redo, eraser, lasso, sticky notes, and a timer, along with a 'Facilitator' button and a status message 'All changes saved!'. The main workspace is divided into three vertical panels. The left panel, titled 'Template', contains a lightbulb icon, the title 'Brainstorm & Idea Prioritization', a brief description, and preparation details: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'. The middle panel, 'Before you collaborate', outlines three steps: 'Team gathering' (5 minutes), 'Set the goal' (5 minutes), and 'Learn how to use the facilitation tools' (5 minutes), each with a brief description and a link to an article. The right panel, 'Define your problem statement', includes a 'Problem' box with the prompt 'How might we [your problem statement]?' and a 'Key rules of brainstorming' section with five rules: 'Stay in topic', 'Encourage wild ideas', 'Defer judgment', 'Listen to others', 'Go for volume', and 'If possible, be visual'. A bottom bar features a 'Share template feedback' button, a 'Need some inspiration?' section with a 'Open example' link, and a smiley face icon.

Step-2: Brainstorm, Idea Listing and Grouping

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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!

JAYABURYA S

User Research	Providing Onboard	Designing Product Guide
Identifying Agents	User Onboard	Help Customer
User Chat	Using Email Daily	Identify user from previous interaction

SHANKAR P

Planning based on services	Adding the things	User Onboard in the system
Design user interface	Providing services	Identifying customer issues
Providing services	services at any time	Power customer products

SUNINDHAR C

Providing services on site	Supporting Customer	Training of Services
Real feedback	Customer Support	Security
Power information & reliability	Real-time monitoring the system	Managing customer

SHYAM R

Customer strategy	Customer interaction	Planning Service in Detail
Customer Satisfaction	Agent alerts	Checking Customer need
Real-time monitoring of users	Power customer products	Identifying customer issues

3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

CUSTOMER'S EXPECTATIONS

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your board.



SECURITY



SERVICES



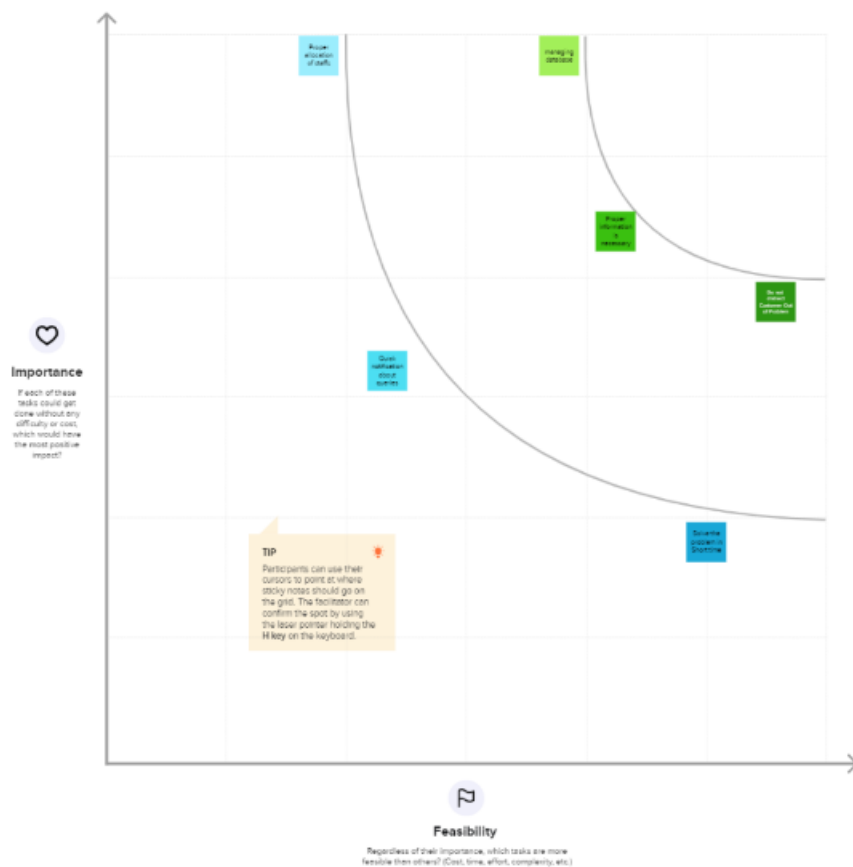
Step-3: Idea Prioritization

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



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)

