

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID48470
Project Name	Project – 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 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.

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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 I've returning products because of cracks/complaints etc... through text voice message in via our app"

Key rules of brainstorming
To run an smooth and productive session

- 🗣️ Stay on topic
- 💡 Encourage wild ideas
- 👂 Defers judgement
- 👂 Listen to others
- 🗣️ Go for volume
- 👁️ If possible, be visual

2 Brainstorm

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

⌚ 10 minutes

Sabarish

Define	Clarify	Define
Clarify	Define	Define
Define	Clarify	Define

Lokeshwar

Define	Clarify	Define
Clarify	Define	Define
Define	Clarify	Define

Shannugam

Define	Clarify	Define
Clarify	Define	Define
Define	Clarify	Define

Suriyakumar

Define	Clarify	Define
Clarify	Define	Define
Define	Clarify	Define

Tip

You can use 1-100% idea and 10-20% idea for the session.

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 responses

Vertical Assistant.

voice assistant, video assistant, customer details, encrypt to encrypt, memory backup

Marketing Assistant.

E-commerce assistant, High accuracy, screen sharing, Omni channel, multi-channel billing support

Support services.

Technical support, Protection support, multi language support, customer service support, instant response support

TIP

And use this sticky note to sticky notes to make it easier to stick. It's easy, organized, and collaborative. Sticky notes are perfect for your team.

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

Importance

If each of these ideas could get some action in any order, in any case, what would have the most positive impact?

Feasibility

Report one of these metrics, which has a more feasible than others of cost, time, complexity, etc.

TIP

Post your ideas on the grid. If you have a lot of ideas, you can use the sticky notes to make it easier to stick. It's easy, organized, and collaborative. Sticky notes are perfect for your team.

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

Share the mural
Share a view link of the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF or attach to email, include in a doc, 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.
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