

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|----------------------------------|
| Date | 18 September 2022 |
| Team ID | PNT2022TMID30144 |
| Project Name | Project - Customer Care Registry |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization :

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

Template

Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- 15 minutes to prepare
- 30-60 minutes to collaborate
- 3-8 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.

15 minutes

A

Choose your best "How Might We" Questions

Create 5 HMW statements before the activity to propose them to the team.

B

Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

C

Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

[Open the website](#) ➔

1

Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

QUESTION

Should we favour the Customer and how could it be Online as a Support on Software or Offline as a Support to the Location ?

QUESTION

Chooosen a Platform and how could we make it to the final as a Software to Support the Customer in what way ?

QUESTION

How do Customer Know the Quality of the service ?

QUESTION

What is the channel in which Agent and Customer interact ?

QUESTION

What is the Service type is this Internal or Public of the organisation

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

Abishek A S

| | | |
|---------------------------|------------------------|----------------------------------|
| Customer Feedback | Sharing the Experience | Interacting with Customer Online |
| Feedback for the Customer | Customer Satisfaction | Agent Email Interaction |
| | | |

Karthik B

| | | |
|-----------------------------|----------------------------|----------------|
| Customer Feedback | Complaints about the issue | Agent Analysis |
| Customer History and Report | Agent Specific Attribution | Defining S.A |
| | | |

Karthikeyan K

| | | |
|--------------------------------|---------------------|--------------|
| Continuous Monitoring of Agent | Regular Backup | Agent Rating |
| Authenticate Users | Internal Escalation | Outlook |
| Live Analysis | | |

Gary Felix A

| | | |
|--------------------------|-------------------|---------------------|
| Creating Tags | DIY Mechanism | Customer User Setup |
| Grouping Related Tickets | Curated Responses | Knowledge Based |
| | | |

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

Abishek A S



Karthik B



Karthikeyan K



Gary Felix A



Step-3: Idea Prioritization

4

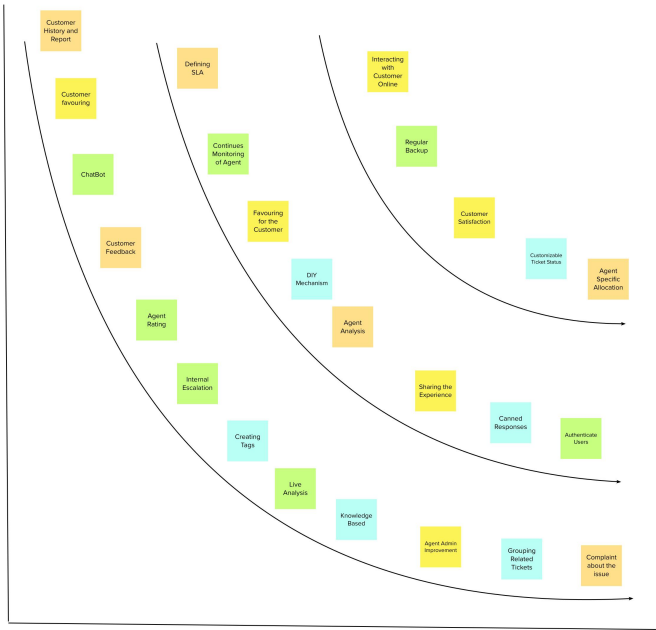
Decide your focus

Give each person two icons to vote which idea should your team focus on.

5 minutes

TIP

You can use the **Voting session** tool above to focus on the strongest ideas.



→

After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

- A Cluster related ideas**
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
- B Vote on the most promising ideas**
Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes

Keep moving forward

- 2x2 Prioritization matrix**
Build shared understanding and make collective decisions for moving ideas forward.
[Open the template →](#)
- Storyboarding**
Show existing and/or future consumer experiences through the act of sketching.
[Open the template →](#)
- Pre-mortem**
Harness the collective experience and wisdom of the team, before the project even starts.
[Open the template →](#)

Share template feedback

- Finalized Ideas**
1. Administrator Internal Routing
 2. Delayed Response Automated ticket closing
 3. Status of the ticket shown to the Customer
 4. In Case of System Failure in the Server Side from the Administration,Need for a Backup Retrieval.