

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID16191
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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers for your 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

Problem:

"To overcome the existing defects i.e returning products because of cracks/complaints etc., through text/voice message in via our app"

2 Key rules of brainstorming

Turner on creativity and productive sessions

- Stay on topic
- Defer judgement
- Go for volume
- Encourage wild ideas
- Listen to others
- Be realistic, be visual

3 Brainstorm

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

⌚ 10 minutes

Sabarish

idea 1	idea 2	idea 3
idea 4	idea 5	idea 6
idea 7	idea 8	idea 9

Lokeshwar

idea 10	idea 11	idea 12
idea 13	idea 14	idea 15
idea 16	idea 17	idea 18

Shanmugam

idea 19	idea 20	idea 21
idea 22	idea 23	idea 24
idea 25	idea 26	idea 27

Suriyakumar

idea 28	idea 29	idea 30
idea 31	idea 32	idea 33
idea 34	idea 35	idea 36

Tip

You can select a sticky note and move it around the board if you want to edit it.

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

device manager, remote access, remote control

memory backup

Marketing Assistant.

e-Commerce assistant

High security

screen sharing

OMI channel

multi-channel, using support

Support services.

Technical support

Protection support

multi language support

customer aware support

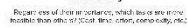
instant response support

TIP
Add one creative step to sticky notes to make it easier to think & write, separate, and categorize the important ideas on them with a great result

Step-3: Idea Prioritization

Prioritize

 20 minutes



After you collaborate

- Keep moving forward

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