

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID16183
Project Name	Project – Customer Care Registry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

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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 a virtual collaboration or physical sheet.
- 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 Guidelines to learn how to help and moderate the session.

[Open article](#)

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 in returning products because of cracks complaints etc., through text/message in via our app.

Key rules of brainstorming

Be an encourager and productive attendee

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

Brainstorm

We'll do some ideas that come to mind that address your problem statement.

10 minutes

Sabarish

1. Crack	2. Crack	3. Crack	4. Crack
5. Crack	6. Crack	7. Crack	8. Crack
9. Crack	10. Crack	11. Crack	12. Crack

Lokeshwar

1. Crack	2. Crack	3. Crack	4. Crack
5. Crack	6. Crack	7. Crack	8. Crack
9. Crack	10. Crack	11. Crack	12. Crack

Shanmugam

1. Crack	2. Crack	3. Crack	4. Crack
5. Crack	6. Crack	7. Crack	8. Crack
9. Crack	10. Crack	11. Crack	12. Crack

Suriyakumar

1. Crack	2. Crack	3. Crack	4. Crack
5. Crack	6. Crack	7. Crack	8. Crack
9. Crack	10. Crack	11. Crack	12. Crack

Step-2: Brainstorm, Idea Listing and Grouping

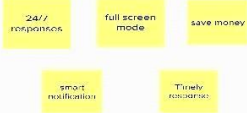
3

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

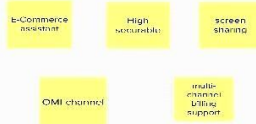
Notifications.



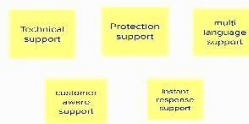
Vertical Assistant.



Marketing Assistant.



Support services.



TIP

As a user, introduce steps to making services more usable or enjoyable to use. E.g., quick, seamless, and intuitive to use, or easy to use, or more useful or more fun.

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



➔

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 a deck, 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 new opportunities.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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