

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID16303
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
👥 2-6 people recommended

🔗 Share template feedback

1

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.

Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might It statement. This will be the focus of your brainstorm.

⌚ 5 minutes

Problem

"To overcome the existing defects I see returning products because of cracks complaints etc., through textvoice message in via our app

Key rules of brainstorming

Turner an smooth and picks the scores

Stay on topic.

Encourage wild ideas.

Deflate judgment.

Listen to others.

Go for volume.

Keep it to be visual.

2

Brainstorm

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

⌚ 10 minutes

3P

You can select 1-3 items, vote and then the group can vote on the best one and start working.

Sabarish

Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote

Lokeshwar

Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote

Shanmugam

Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote

Suriyakumar

Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote
Define the problem	Brainstorm	Vote

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 accessibility, screen sharing, OMI channel, multi-channel linking support

Support services.

technical support, protection support, multi language support, customer service support, instant response support

TIP

And use creative steps to make sure you make it easier to make it easy, organized, and consistent in response, ideas as they come up in your mind.

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 you're stuck, some could go down and some could go up. If you're stuck, some could go down and some could go up.

Feasibility

Repeat one of these sentences, which has a word that is less than 100% (e.g., "I can't do it", "I can't do it", "I can't do it").

TIP

Put your ideas on the grid to see if they are important and feasible. If you're stuck, some could go down and some could go up. If you're stuck, some could go down and some could go up.

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 to 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 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 objectives for any organization.
[Open the template](#)

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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