

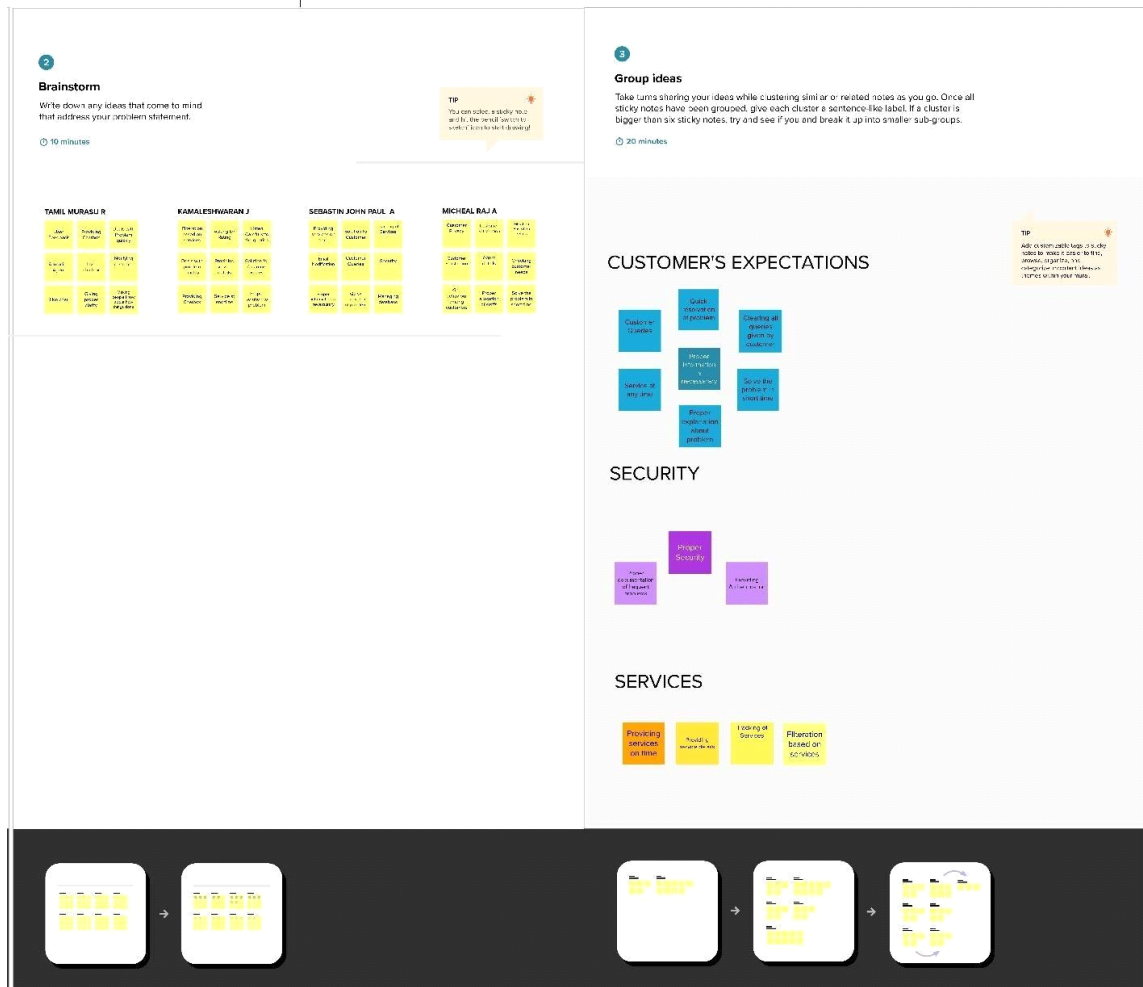
Ideation Phase
Brainstorm & Idea Prioritization
Template

Date	19 September 2022
Team ID	PNT2022TMID16150
Project Name	Customer Care Registry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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

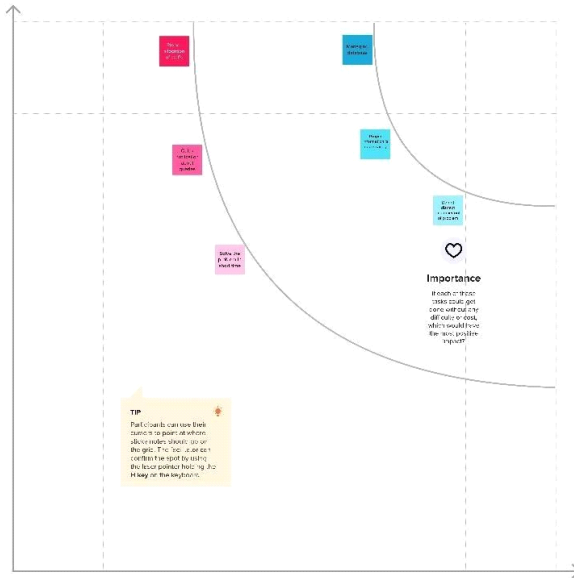


4

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



TIP
 Part of the reason we're using this grid is to help you focus on the ideas that are most important and feasible. If you have a lot of ideas, it's hard to focus on the ones that are most important and feasible. This grid helps you focus on the ideas that are most important and feasible.

Feasibility

"Regardless of how feasible an idea is, it's not a good idea if it's not important." (Steve Jobs, when talking about the iPhone)

5

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 in the mural with stakeholders to keep them in the loop about the outcomes of this session.
- B Export the mural!**
 Export a copy of the mural as a PNG or PDF to share to email, 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, expectations, and obstacles for a new product.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
 Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)

