

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID16277
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

**A. Team gathering**

Define who should participate in the session and send an invite. Share relevant information to participants 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 tool**

Use the Facilitation Superpower 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 We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

Problem

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

Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay on topic

👂 Better judgment

🗣️ Go for volume

💡 Encourage wild ideas

👂 Listen to others

🗣️ If possible, be visual

**2 Brainstorm**

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

⌚ 10 minutes

**Sabarish**

Product	Design	Process
Service	Support	Feedback
Cost	Efficiency	Quality

**Lokeshwar**

Feature	UI/UX	Performance
Integration	Scalability	Security
Reporting	Analytics	Compliance

**Shanmugam**

Platform	Integration	Reporting
Automation	Customization	Flexibility
Interoperability	Scalability	Reliability

**Suriyakumar**

Workflow	Collaboration	Transparency
Efficiency	Accountability	Consistency
Flexibility	Adaptability	Resilience

**Tip**

You can select a sticky note and rearrange it as the sheet can be used online.

## Step-2: Brainstorm, Idea Listing and Grouping

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**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 response

**Vertical Assistant.**

voice assistant

video assistant

customer details, encrypt to encrypt

secure images, people photos, messages, contacts

memory backup

**Marketing Assistant.**

b-Commerce assistant

High accurate

screen sharing

OMI channel

multi-channel billing support

**Support services.**

Technical support

Protection support

multi-language support

customer answer support

instant response support

**TIP**  
Add one or two new steps to sticky notes to make a cluster to start a project, assistant, and to help you to get better ideas on the way to your goal.

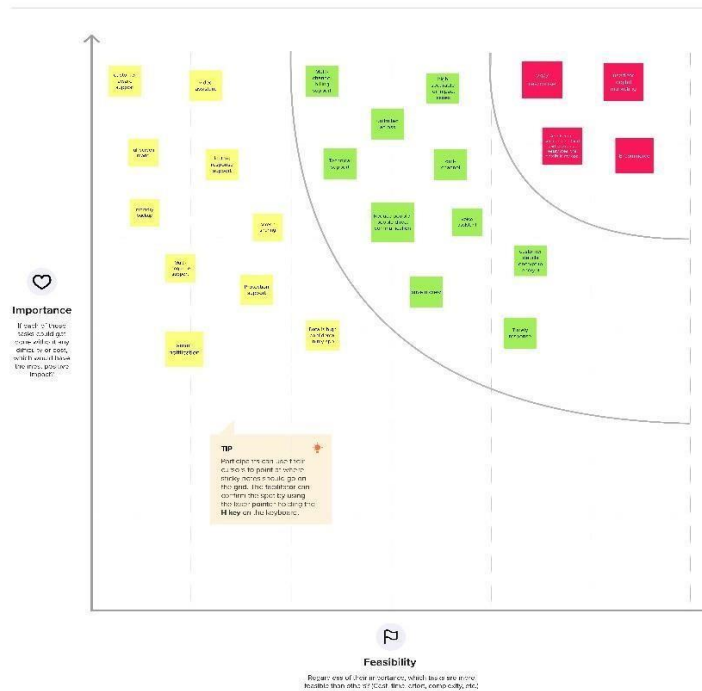
## Step-3: Idea Prioritization

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**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



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 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 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 an opportunity.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop plans.  
[Open the template →](#)

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