

# IDEATION PHASE


## BRAINSTORM & IDEA PRIORITIZATION

DATE	26th September 2022
TEAM ID	PNT2022TMID27825
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	4 MARKS

## BRAINSTORM & IDEA PRIORITIZATION

### 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

[Share template feedback](#)



### 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](#)

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### 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 STATEMENT

The goal of our project is to handle the customer queries efficiently. This can be achieved by developing a user-friendly web application.



### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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

### 2 Brainstorm

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

🕒 10 minutes

**TIP**

You can select a sticky note and hit the pencil (switch) to sketch/soon to start drawing

### 3 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

**MALAVIKA K R**

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**ASHWARYA B**

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**FARHANA SABREEN M**

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**SINDHU D**

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Use with... Use with... Use with...	Get... Get... Get...	Plan... Plan... Plan...

USER INTERFACE	PRIMARY FEATURES	BASIC FUNCTIONALITIES
<p>Basic... Use with... Get... Plan...</p>	<p>Basic... Use with... Get... Plan...</p>	<p>Basic... Use with... Get... Plan...</p>
SECONDARY FEATURES	ADDITIONAL FEATURES	ADDITIONAL FUNCTIONALITIES
<p>Basic... Use with... Get... Plan...</p>	<p>Basic... Use with... Get... Plan...</p>	<p>Basic... Use with... Get... Plan...</p>

**TIP**

Also categorizes tags to sticky notes to make it easier to find, browse, explore, and categorize important class as themes within your mind.

### 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

