

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID10772
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



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

➔

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.

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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

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

➦ Stay in topic.

💡 Encourage wild ideas.

➦ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ 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

Prasannakumar.M

Customer experience	Virtual chat	Immediate response
Personalization	Customization	Simple
Security	Seamless navigation	Multiplatform

Praveen.S

Customer feedback	Surveys	Service quality
Virtualization	Product placement	Logging
CRM & Analytics	Feedback	Solution for queries

Pradeep.S

Customer experience	Virtual chat	Immediate response
Personalization	Customization	Simple
Security	Seamless navigation	Multiplatform

Pragadeesh.S

Customer feedback	Surveys	Service quality
Virtualization	Product placement	Logging
CRM & Analytics	Feedback	Solution for queries

TIP
You can sort of sticky note as per the group address to clearly, easy to stick 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

Customer

Customer interest	Customer expectation	Customer satisfaction	Customer queries
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TIP
Add a sentence-like label to every cluster to make it easy to find a focus or theme. Give categories like "customer experience" labels that your ideas belong to.

Chat box

Voice chat	Text chat	Immediate response	Interactive chat
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Services

Store customer details	Manage details	Location tracking	Service details
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Information and security

Data privacy	Reliability	Store data	Validation
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Feedbacks

Service related	Product related	Ratings	Review
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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 each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.