

Ideation Phase

Brainstorm & Idea Prioritization Template

| | |
|---------------|------------------------|
| Date | 19 September 2022 |
| Team ID | B2-2M4E |
| 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>




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

 **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

 **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.


 **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**
User needs a way to register their complaints so that they get a perfect solution





Key rules of brainstorming


To run a 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 pin the pencil button to select it and start drawing.

SRINIVASAN

| | | |
|---|---|---|
| Collect all the complaint through Email | Collect all the complaint through Whatsapp | Collect all the complaint through webpage |
| Call the customer to solve issue | Return the solution via SMS | |
| Store all the complaint details in paper document | Store all the complaint details in Database | |

RANJITH KUMAR

| | | |
|---------------------------------------|---|----------------------------------|
| Collect all the complaint at doorstep | Collect all the complaint through home system | |
| Ask money to solve the problem | Give solution through Email | Give the solution in the webpage |
| No need to store the complaints | Maintain a team to solve the issue | |

SUGANESHWARAN

| | | |
|---|--|---|
| Collect all the complaint through Post office | Collect all the complaint through social media | |
| Give solution through postal system | Give solution through social media | |
| Give solution in the web page | Get the feedback from the user | Categorize the issue based on their types |

THIRUKUMARAN

| | | |
|--|---------------------------------------|---------------------------------|
| Collect all the complaint through telephone call | Collect all the complaint through SMS | |
| Assign time limit to solve | Give no response | Give quick response to the user |
| Hide the user until their solution met | Use database to sort solutions | |

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

TIP Add a descriptive tag to sticky notes to help you cluster them. Labels like 'How', 'Where', 'When', 'Who', 'What', 'Why' can help you group ideas better.

AVERAGE

| | |
|---|---|
| No need to store the complaints | Give no response |
| Store all the complaint details in paper document | Collect all the complaint through Postal system |
| Collect all the complaint at doorstep | Give solution through postal system |

GOOD

| | | |
|--|---|------------------------------------|
| Assign time limit to solve | Ask money to solve the problem | Give solution through Email |
| Return the solution via SMS | Call the customer to solve issue | Give solution through social media |
| Collect all the complaint through Whatsapp | Collect all the complaint through Email | |

BEST

| | | |
|--|----------------------------------|---|
| Maintain a team to solve the issue | Give the solution in the webpage | Store all the complaint details in Database |
| Assign time limit to solve | Give solution in the web page | Categorize the issue based on their types |
| Hide the user until their solution met | Get the feedback from the user | Collect all the complaint through webpage |

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 ideas could get done on time, in the budget, and with the right people, which one would be the most important?

| | | | |
|---------------------------------------|---|---|---|
| Maintain a team to solve the issue | Give solution in the web page | Give the solution in the webpage | Hide the user until their solution met |
| Get the feedback from the user | Store all the complaint details in Database | Collect all the complaint through webpage | Categorize the issue based on their types |
| Give solution through social media | Assign time limit to solve | Ask money to solve the problem | |
| Return the solution via SMS | Collect all the complaint through Whatsapp | Call the customer to solve issue | Collect all the complaint through Email |
| Collect all the complaint at doorstep | Store all the complaint details in paper document | Give solution through postal system | Collect all the complaint through Postal system |

Feasibility

TIP Don't forget to consider the cost of each idea. It's not always the most important idea that's the most feasible. The most important idea is the one that's most feasible for the most people.

TIP Regardless of their importance, small, quick wins are more feasible than others (Cost, time, effort, complexity, etc.).