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

Step-2: Brainstorm, Idea Listing and Grouping

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 Postal 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 calls
- Collect all the complaint through SMS
- Assign time limit to solve
- Give no response
- Give quick response to the user
- Gide the user until their solution met
- Use database to sote solutions

AVERAGE

- No need to store the complaints
- Give no response
- store all the complaint details in paper document
- Collect all the complaint through Postel 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
- Gide the user until their solution met
- Get the feedback from the user
- Collect all the complaint through webpage

Step-3: Idea Prioritization

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- Maintain a team to solve the issue
- Give solution in the web page
- Give the solution in the webpage
- Gide 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
Regardless of their importance, which asks are more feasible than others? (Cost, time, effort, complexity, etc.)