

Ideation Phase


Brainstorm & Idea Prioritization Template

Team ID	PNT2022TMID03025
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

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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 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](#) →

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

Customer care is more than just providing great customer service. It's a proactive approach to providing information, tools, and services to customers at each point they interact with a brand. For organizations, and for product and design teams, there can be a number of reasons why a product could fail. But not taking the time to consider a customer's conditions and their current situation could potentially harm your product's future. By working with a problem statement you can make sure you're defining a customer's experience and attempting to transform your product for the better.



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

TIP

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

SWASTHIKPRIYA

Customer Privacy	Live Chat	User Feedback
Security	Privacy Notice	Service Outages
Account Recovery	Self-Service	

PRIVADHARSINI

Providing Chatbot	Customer Feedback	Tracking of Services
Self-Service	Emergency	Service Agent Details
Customer Satisfaction	Customer Rating	

SUKITHA

Training of Service	Proactive Approach	Active Tools
Quality	Accessibility	Personalization
High customer engagement		

DEVIDHARSHINI

Service Customer Details	Quick response	Personalized
Customer Support	Proactive Guidance	Customer Success
Clear response		

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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and compare important ideas as themes within your mural.

Customer

Customer Satisfaction	Customer Experience	Customer Rating	Customer Queries
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Chat Box

Provide chat box	Live chat	Quick chat response	Interactive chat
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Services

Tracking of services	Provides service details	Service customer details	Stores agent details
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Feedback

Customer satisfaction	Customer Feedback	Customer rating	Customer 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

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.

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.)

Customer Satisfaction

Enhanced security

Interactive chat response

Providing solutions to the problems

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 obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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