

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID28009
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.

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.

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 imaginations and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-3 people recommended

1

**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

2

**Team gathering**

Define who should participate in the session and what to do. Share relevant information to go with ahead.

3

**Set the goal**

Think about the problem you'd be focusing on solving in the brainstorming session.

4

**Learn how to use the facilitator tools**

Use the Facilitator Responsibilities for fun & 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

2

**Brainstorm**

To clarify customer queries and give a proper solution.

3

**Key rules of brainstorming**

Focus on smooth and productive session.

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

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



## Step-3: Idea Prioritization

