Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18-oct-2022
Team ID	PNT2022TMID11405
Project Name	Project-Customer Care Registry
Maximum marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

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 →

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

A Customer Problem Statement is a detailed description of an issue that needs to be addressed. It helps you figure out how your product or service will solve this problem for them. It helps you understand the experience you want to offer your customers.

Key rules of brainstorming
To run an 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

Brainstorm

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Brainstorm

Write down any ideas that come to mind
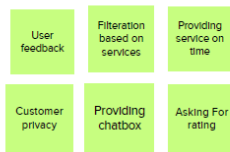that address your problem statement.

⏱ 10 minutes

Kamalam,

Customer satisfcation	Deals with Problem Quickly	Allocating Agent
Filteration based on details	Tracking of services	Listen to the queries

Lathapriya

User feedback	Filteration based on services	Providing service on time
Customer privacy	Providing chatbox	Asking For rating

Manisha

E-mail Notifcation	Customer satisfcation	Agent Details
Live chatbox	Providing service Details	Customer queries

Krithika

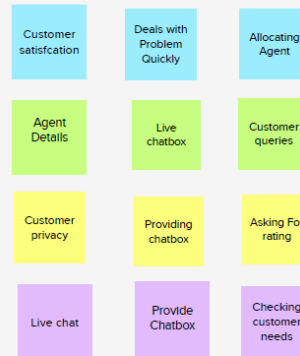|		
Notifying Customer	provide chatbox	Live chat
Solution for customer Issues	Security	checking customer needs

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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 and break it up into smaller sub-groups.

⏱ 20 minutes

Customer satisfcation	Deals with Problem Quickly	Allocating Agent
Agent Details	Live chatbox	Customer queries
Customer privacy	Providing chatbox	Asking For rating
Live chat	Provide Chatbox	Checking customer needs

Step-3: Idea Prioritization

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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?

Communication with user

Agent availability

Assigning work

User friendly

⚑