


PROJECT DESIGN PHASE-1

BRAINSTROM & IDEA PRIORITIZATION

DATE	20 OCTOBER 2022
TEAM ID	PNT2022TMID50230
PROJECT NAME	COUSTOMER CARE REGISTRY
MAXIMUM MARKS	4 MARKS




BRAINSTORM & IDEA PRIORITIZATION

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

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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


How might we can solve the issue given by the customer?


**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.

 **Need some inspiration?**



See a Facilitated version of this template to model your work.

[Open example](#) →

BRAINSTORM & IDEA PRIORITIZATION

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 button to sketch icons to start drawing!

RAJKIRAN S S

User Feedback	Filteration based on reviews	Providing services on time
Customer Privacy	Providing Customer	Asking for Rating
Solution to Customer		

SRIGOVINDH

Customer Satisfaction	Deals with problem quickly	Links available to the queries
Tracking of Services	Filteration Based on public	Allocating Agent

KAMALESUWARAN D

Deals with problem quickly	Good Navigation	Customer Satisfaction
Providing service details	Customer Queries	Agent details
User creation		

GURURAJAN

Sorting customer	Solution to Customer issues	Security
Checking Customer trends	Details	Providing Customer

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

CUSTOMER

Solution for customer needs	Notifying Customer	Providing Customer	Providing service on Time
Solution to Customer	Deals with problem quickly	Customer Queries	

TIP
Add color-coded tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

CHATBOX

Good chat	Providing Customer
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FEEDBACKS

Customer Satisfaction	User Feedback	Asking for Rating
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INFORMATION

Good Navigation	Links available to the customer
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SECURITY

Security	Customer Privacy
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SERVICES

Providing services on time	Filteration based on services	Allocating Agent	Tracking of Services	Agent details	Providing service details	Customer Queries
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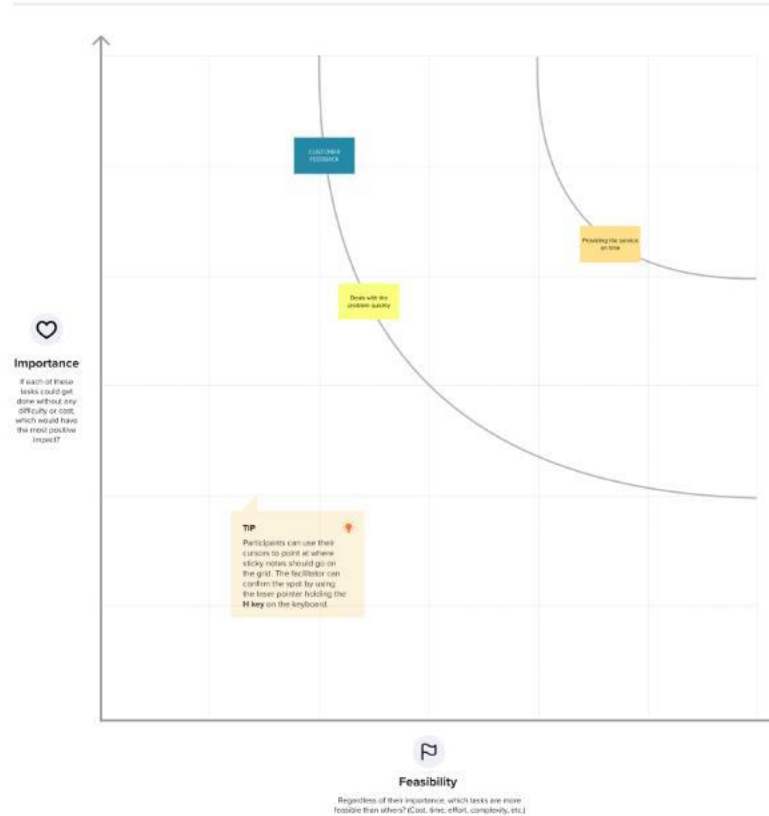
BRAINSTORM & IDEA PRIORITIZATION

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



➔

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 →](#)

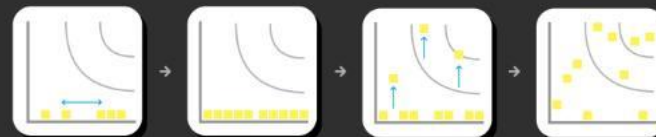


Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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The graph shows the function $f(x) = \frac{1}{x}$ for $x > 0$. The curve is symmetric about the line $y=x$. The area under the curve between $x=1$ and $x=2$ is equal to the area under the curve between $x=0.5$ and $x=1$.

