

# Ideation Phase

## Brainstorm & Idea Prioritization


Date	30 October 2022
Team ID	<b>PNT2022TMID31596</b>
Project Name	Customer Care Registry
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization:

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

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

 **Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.


 **Set the goal**

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

 **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**


Developing a application help the user to get tracking of monthly expenses and send alerts about spending expenses





### 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 the pencil (click on it) to start drawing!

**Person 1**

Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly

**Person 2**

Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly

**Person 3**

Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly

**Person 4**

Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly

### 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 customer tags to sticky notes to make it easier to find, browse, or paste, and categorize important ideas on themes within your mind.

**CUSTOMER**

Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly
Customer Feedback	Providing the service on time	Dealing with the problem quickly

**CHATBOX**

Chatbox	Chatbox
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**FEEDBACKS**

Feedback	Feedback	Feedback
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**INFORMATION**

Information	Information
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**SECURITY**

Security	Security
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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.