

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID46007
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

[Share template feedback](#)

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

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Get feedback

Have each person silently and individually write feedback. After 10 minutes, have people share what they wrote. As comments are shared, consider dragging sticky notes near a relevant part of what you presented.


🕒 30 minutes




I liked...




It's smart that...




I found that...




I didn't like...




I worry about...




I wish...




An idea I have is...



Next time, you could try...



I wonder...



TALKING POINTS

Asking for feedback

- 1 "What did you like most about this idea?"
- 2 "What challenges do you think we will face if we move forward with this idea?"
- 3 "How do you think we could build upon this idea?"

VISWANTH RAM

Created a cartoon on how strategy	developed a strategy	multiple per user flow
designer	experience	collaborate
experience	designer	collaborate

HARISH KUMAR

setting the framework for the goal	specific	actionable
time bound approach	customer experience	goals for achievement
approach	support	collaborate

MUTHAMILSELVAN

Building a framework for the goal	specific	actionable
designer	experience	collaborate
experience	designer	collaborate

SANJITH

setting the framework for the goal	specific	actionable
time bound approach	customer experience	goals for achievement
approach	support	collaborate

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

