

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	09 NOVEMBER 2022
Team ID	PNT2022TMID42929
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.

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

Untitled mural

Facilitator

All changes saved!

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
How might we [your problem statement]?

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 limited version of this template to kickstart your work.
[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

JAYASURYA S

User Feedback	Providing Chatbot	Deep Dive Analysis
Identifying Agents	User Custom	Ready Customer
User Chat	Using Email C&T	Review Customer Feedback

SHANKAR P

Providing based on previous	Adding for Rating	User Custom to the service
Deep dive customer queries	Providing service details	Initiate for customer queries
Providing solution	Review and feedback	Review customer's feedback

SUNIDHAR C

Building service on time	Customer Custom	Feedback Service
Email notifications	Customer Queries	Security
From information & feedback	With meeting the problem	Handling customer

SHYAM R

Customer chatbot	Customer feedback	Adding based on Chatbot
Customer Satisfaction	Agent status	Checking Customer status
Add WhatsApp chatbot	Review customer's feedback	Initiate customer's feedback

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

CUSTOMER'S EXPECTATIONS

- Quick delivery of orders
- Customer support
- Secure and reliable
- Review customer's feedback
- Check for quality of the product
- Review information & feedback
- Review customer's feedback

SECURITY

- Secure Security
- Secure and reliable
- Secure

SERVICES

- Review customer's feedback
- Review customer's feedback
- Review customer's feedback

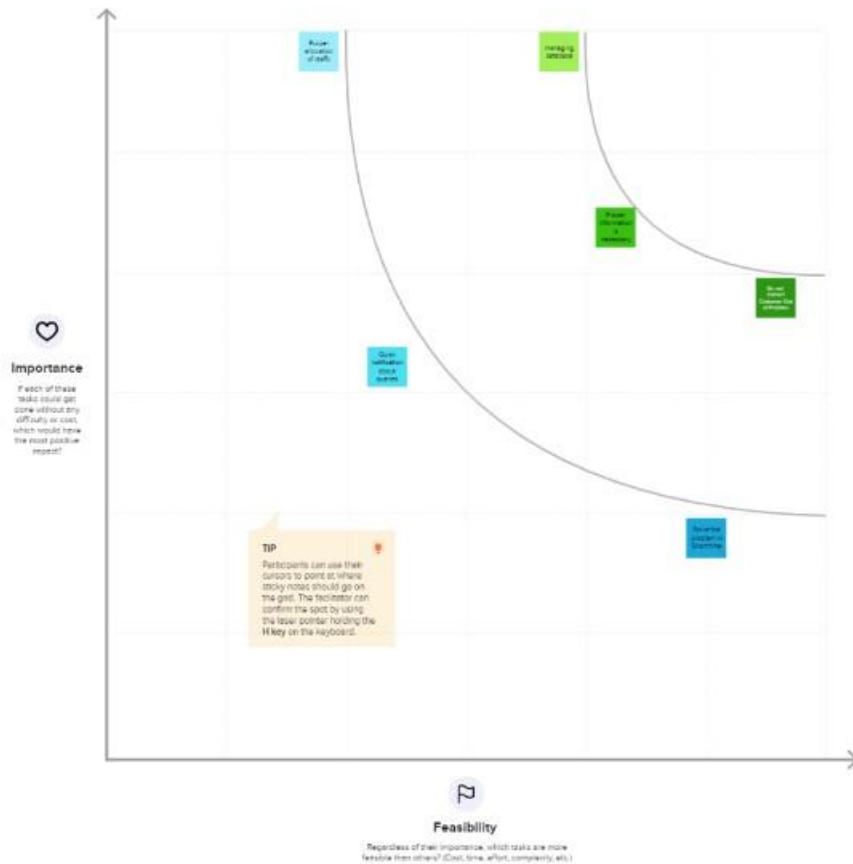
Step-3: Idea Prioritization

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



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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.
[Open the template →](#)

[Share template feedback](#)

