

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID43073
Project Name	Project - 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 number of creative solutions.

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

Team Gathering:

Team Members	
Team Leader	Bala Abinеш Surya B
Team Members	Abiram S P
	Aldrin Moses A
	Jancy T Raj

Problem Statement:

I am Surya and I am a regular customer in famous e-commerce websites like Amazon, Flipkart. I order regularly. The problem I have is that in most times, I don't have any reliable sources to clear my doubts in some of the products I buy.

There are reviews and customer ratings in those websites, but somehow, I don't feel they are authentic and real. It would make my world if those replies were from a real expert, and I could clarify all my doubts in a single platform. Of course, I would need instant replies from a real expert who knows about the products I am asking for.

Step-2: Brainstorm, Idea Listing and Grouping

<u>Brainstorming</u>				<u>Grouping Ideas</u>			
Bala Abinesh Surya		Abiram S P		Category 1		Category 2	
Customer login	Create a ticket	Agent login	Show the tickets	Customer login	Admin login	Agent login	Agent creation
Ticket status	Ask queries	Answer the queries	Close a ticket	Create a ticket	Show the tickets	Assign agent	Study the ticket
Aldrin Moses A		Jancy T Raj		Category 3		Category 4	
Admin login	Agent creation	Study the ticket	Good verbal command	All tickets	Ask queries	Ticket status	Good verbal command
Assign agent	All tickets	Nice user experience	Instant reply	Instant reply	Answer the queries	Nice user experience	Close a ticket

Step-3: Idea Prioritization

Prioritization

