**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 19 September 2022 |
| Team ID | **PNT2022TMID43088** |
| 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:**

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| --- | --- |
| **Team Members** | |
| Team Leader | SUBIKSHA.A |
| Team Members | KARAN RAJ.V |
| KARUNAKARAN.K |
| SRUTHI.A |
|  | ATHITHIYAN.S |
|  | YASWANTH.H |

**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**

Diagram

Description automatically generated

**Step-3: Idea Prioritization**

**Diagram

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