

Ideation Phase

Brainstorm & Idea Prioritization


Date	19 October 2022
Team ID	PNT2022TMID45523
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.

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



Brainstorm & Idea Prioritization

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10 minutes to prepare
1 hour to collaborate
2-8 people recommended

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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 what to do. Share relevant information as you start along.

Set the Goals
Think about the problem you're brainstorming in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to make happy and productive sessions.

Open the notebook

Define your problem statement

What problem are you trying to solve
frame your problem as a How might be statement This will be the focus of your brainstorm

Choose your best "How Might We" Questions

From the top 5 brainstorm questions that you created and let the group determine which to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

customer need 's

Problem Statement
Customer care registry is created to fulfil customer needs.

Before your problem statement
A little bit of preparation goes a long way with this session Here's what you need to do get going

Step-2: Brainstorm, Idea Listing and Grouping

1
Brainstorm prioritization
Write down any ideas that come to mind that address your rules problem statement

10 minutes

.1.kanimozhi

user feedback solution to customer

customer privacy asking for Rating

2. kaviya

customer satisfaction tracking service

allocating agent

listen carefully to queries

live chat

agents detail

email notification

customer queries

providing service

providing service detail

2
Group ideas
Takes turns sharing your ideas while clustering similar or related notes

10 minutes

customer Expectation

Customer Queries

Customer noifyting

providing service on time

Asking for Rating

security

security

solution to customer

Feedback

User feedback

customer privacy

customer satisfaction

Asking Rating

Step-3: Idea Prioritization

1 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.

8 activities

2 After you collaborate

2. Introduce the grid. This typically results in a handful of promising ideas that you can carry forward and act upon.

3 Quick add-ons

- Cluster related ideas**
Look for patterns as you place ideas on the grid. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
- Vote on the most promising ideas**
Turns your ideas into votes for the strongest ideas by holding a **dot-voting session**. Give each person 3 votes.

4 Keep moving forward

- 2x2 Prioritization matrix**
Both shared understanding and make collective decisions for moving ideas forward.
[Open the template](#)
- Storyboarding**
Brainstorming and/or future customer experience through the art of sketching.
[Open the template](#)
- Prototyping**
Turns the collective experience and solution of the team before the program launch.
[Open the template](#)

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Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Feasibility

Advantage

stay updated across all your devices

Disadvantage

no categories for old new