

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	19 November 2022
Team ID	PNT2022TMID25178
Project Name	Project – Customer Care Registry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

Template



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

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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](#)

Key rules of brainstorming

To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual

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

"To overcome the existing defects I've returning products because of cracks/complaints etc... through textvoice message in via our app

2 Brainstorm

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

⌚ 10 minutes

Sabarish

Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What

Lokeshwar

Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What

Shannugam

Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What

Suriyakumar

Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What
Define	Problem	How	Why	What

Tip

You can send 1-1000+ ideas and still be able to find the best! (You can start sending)

Step-2: Brainstorm, Idea Listing and Grouping

3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Notifications.

24/7 responses, full screen mode, save money, smart notification, timely responses.

Vertical Assistant.

voice assistant, video assistant, customer details, encrypt to encrypt, memory backup.

Marketing Assistant.

E-commerce assistant, High accuracy, screen sharing, Omni channel, multi-channel billing support.

Support services.

Technical support, Protection support, multi language support, customer service support, instant response support.

TIP

And use this sticky note to sticky notes to make it easier to link, to view, organize, and categorize your ideas as you move them to your mural.

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

Importance

If each of these ideas could get some action in any order, in any case, what would have the most positive impact?

Feasibility

Report one of these metrics, which has a more feasible than others of cost, time, complexity, etc.

TIP

Post your ideas on the grid. If you have a lot of ideas, you can use the sticky notes to move them around. If you have a lot of ideas, you can use the sticky notes to move them around. If you have a lot of ideas, you can use the sticky notes to move them around.

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 or a mural with others 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 or attach to email, include in a doc, 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.
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