

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID47409
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	Abidarsh Mohan
Team Members	Ritchard
	Srinath
	Annamalai

Problem Statement:

I'm a regular customer in online e-commerce. While searching through products, I come across various doubts about the product. Sometimes the product received varies from the one ordered or not a fair one is received. Customer reviews seems may be not upto the mark for the product.

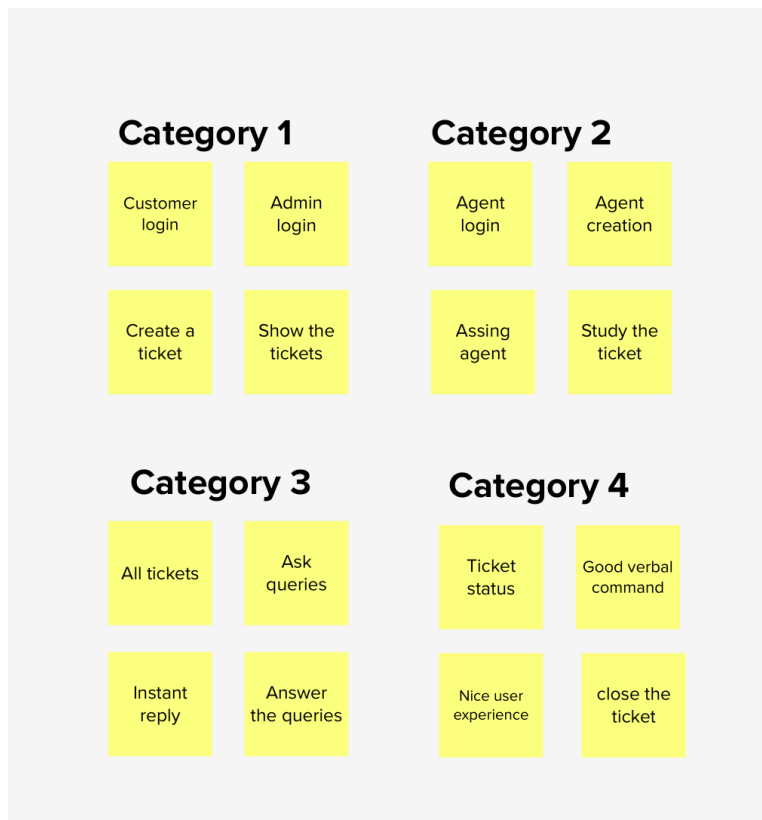
For these kind of scenarios as a customer, I expect my queries and doubts to be clarified by the experts in that field who are working under that business. This gives a need for customer-expert interaction, for **any kind of business**.

And so we develop a Customer Care Registry as a web application.

Step-2: Brainstorm, Idea Listing



Step-3: Grouping ideas



Step-4: Idea Prioritization

