

Ideation Phase

Brainstorm & Idea Prioritization

Template

Date	25 September 2022
Team ID	PNT2022TMID07906
Project Name	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 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

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
-  10 minutes to collaborate
-  2-5 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**
Select who should participate in the session and send an invite. Share resources & form ideas as prework activity.
- B Set the goal**
Think about the problem you'll be focusing on solving in the ideation session.
- C Learn how to use the facilitation tools**
Join the Facilitator on Brainstorm to run a highly engaging productive session.

[Open article](#) →


Define your problem statement

What problem are you trying to solve? Frame your problem as a few Might We statements. This will be the focus of your brainstorm.

 5 minutes







PROBLEM


How might we [your problem statement]?



Key rules of brainstorming

To make the most of our virtual sessions:

 Stay on topic	 Encourage wild ideas
 Defer judgment	 Listen to others
 Go for volume	 It's better to be visual



Need some inspiration?

See a variety of examples of how to run an effective ideation session.

[Get more ideas](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

⌚ 10 minutes

TAMIL MURASU R		
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback

KAMALESHWARAN J		
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback

SEBASTIAN JOHN PAUL A		
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback

MICHAEL RAJA		
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback
Share	Feedback	Feedback

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

CUSTOMER'S EXPECTATIONS

- Customer is to receive
- Quick and easy to process
- Clearing all queries given by customers
- Proactive interaction with customers
- Go to the customer's school/area
- Properly reply to queries and complaints

SECURITY

- Proper data handling of customer's information
- Proper Security
- Security

SERVICES

- Providing services on time
- Providing services on time
- Training of Services
- Filteration based on services

TIP

You can take a sticky note and fix it to the board, so that you can see it from all angles!

TIP

After a session with topic, it is okay to take the sticky notes to make a group for each, because, in particular, the categorization involved ideas as grouped on their related topics.

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4

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 done without any effort or cost, which would have the most positive impact?

Feasibility

Regardless of how important each idea is, some would be too costly, time-consuming, etc.

+

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 in the mural with stakeholders to keep them in the loop about the outcomes of this session.

B

Export the mural
 Download a copy of this mural as a PNG or PDF to attach to emails, include in slides, 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 or 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.

Open the template →

Share template feedback

