Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	**PNT2022TMID51925**
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	Bala Abinesh Surya B
Team Members	Abiram S P
	Aldrin Moses A
	Jancy T Raj

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

Brainstorming

Bala Abinesh Surya

Customer login	Create a ticket
Ticket status	Ask queries

Abiram S P

Agent login	Show the tickets
Answer the queries	Close a ticket

Aldrin Moses A

Admin login	Agent creation
Assign agent	All tickets

Jancy T Raj

Study the ticket	Good verbal command
Nice user experience	Instant reply

Grouping Ideas

Category 1

Customer login	Admin login
Create a ticket	Show the tickets

Category 2

Agent login	Agent creation
Assign agent	Study the ticket

Category 3

All tickets	Ask queries
Instant reply	Answer the queries

Category 4

Ticket status	Good verbal command
Nice user experience	Close a ticket

Step-3: Idea Prioritization

Prioritization