Ideation Phase
Empathize & Discover

Date	24 March 2023
Team ID	NM2023TMID11719
Project Name	Project – CRM APPLICATION THAT HELPS TO BOOK A VISA SLOT
Maximum Marks	5 Marks

Empathy Map (IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDITATE WITH INTERNAL MARKS)
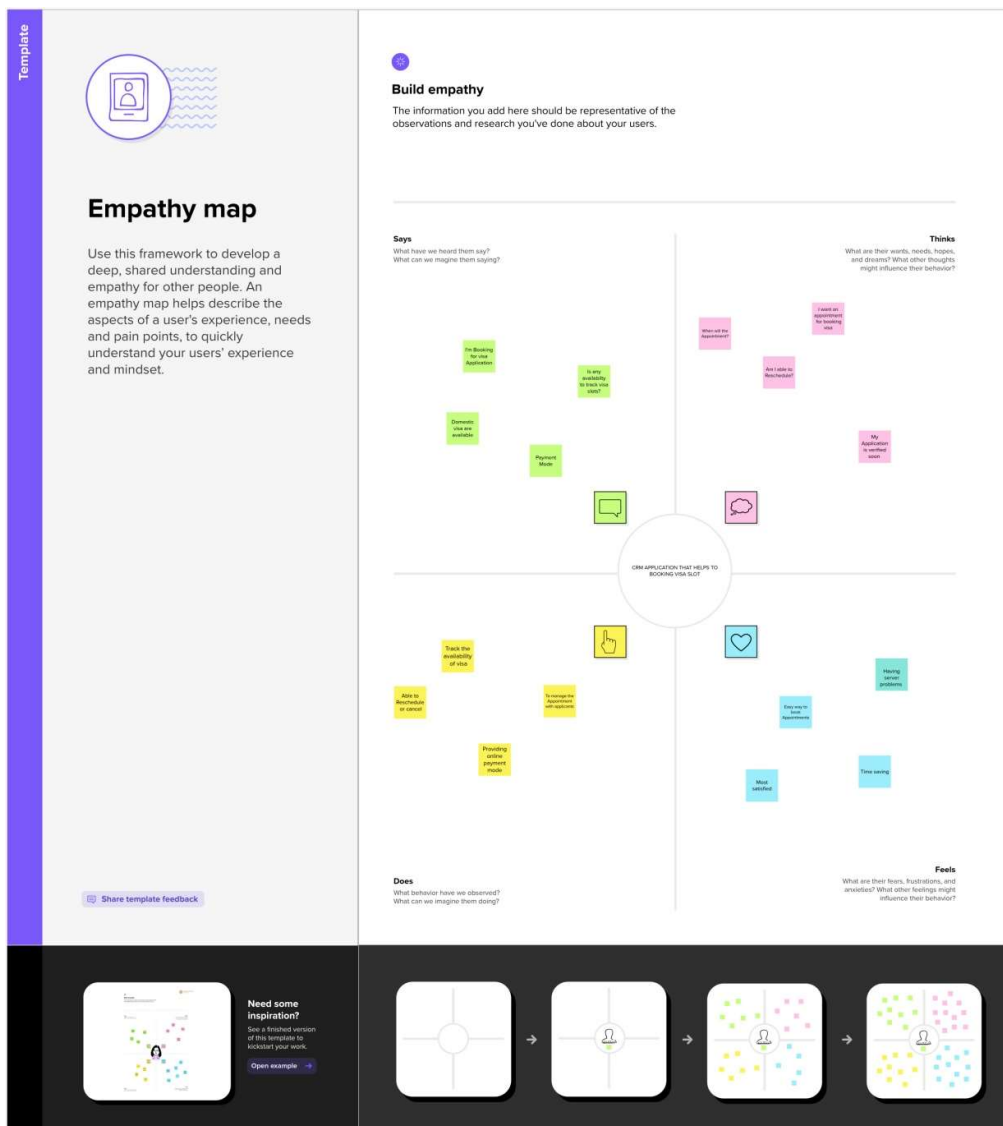
Ideation Phase
Brainstorm & Idea Prioritization Template

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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.

Reference: https://www.mural.co/templates/empathy-map-canvas

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

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Unlimited
sign in per
day

Providing
Emergency
Visa

Free
cancellation

Providing
Travel
Insurance

Reschedule
the
appointments
within 24hrs

30% of
cashback is
available

TIP
Participants can use their
cursors to point at where
sticky notes should go on
the grid. The facilitator can
confirm the spot by using
the laser pointer holding the
H key on the keyboard.

Feasibility

Regardless of their importance, which tasks are more
feasible than others? (Cost, time, effort, complexity, etc.)