Ideation Phase
Brainstorm & Idea Prioritization Template

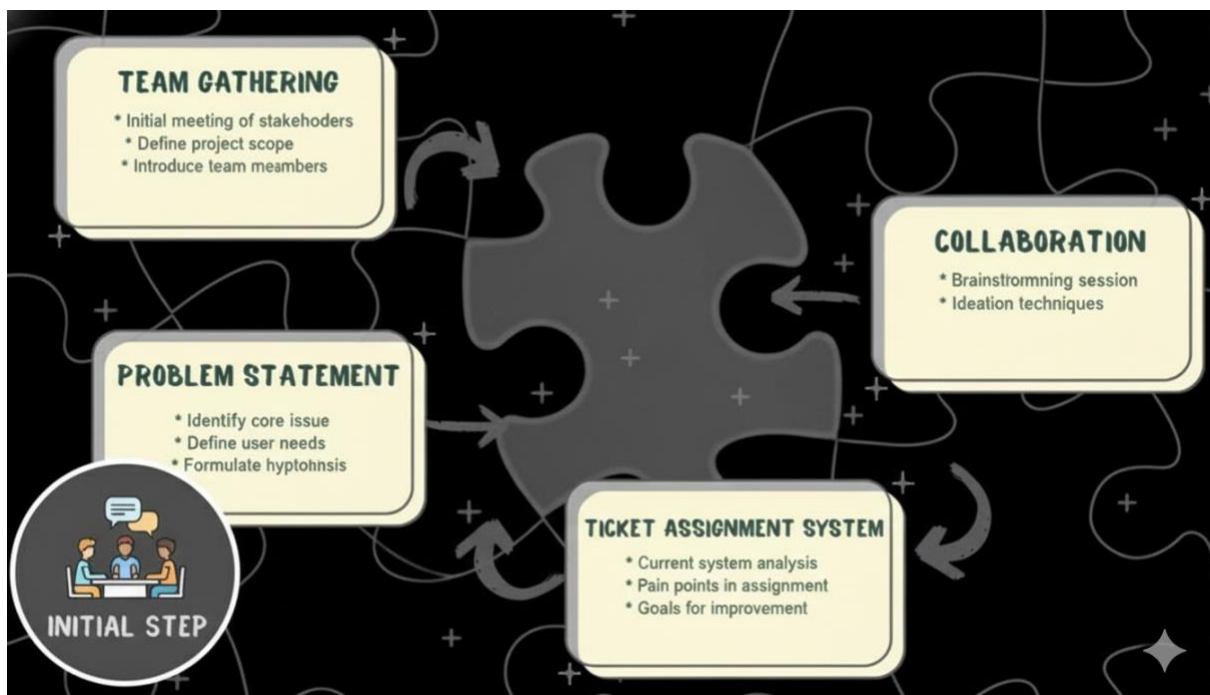| Date	07 November 2025
Team ID	NM2025TMID09092
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

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

The first step in the ideation phase was to form a dedicated and skilled team. Our team members came together with a shared goal — to improve the efficiency of support operations at **ABC Corporation**. Each member contributed unique strengths such as problem-solving, programming, data analysis, and communication skills.

During brainstorming sessions, the team discussed various challenges faced by support departments in large organizations. After analyzing multiple real-world problems, we identified a key issue — **manual ticket assignment**. This process often causes delays in responding to customer queries, leads to misrouted tickets, and reduces overall productivity.

After collaborative discussions and feedback, the team finalized the **problem statement** as:

"To design and implement an automated ticket routing system that efficiently assigns support tickets to the appropriate team or agent based on category, priority, and expertise."

Step 2: Brainstorm, Idea Listing and Grouping

After finalizing the problem statement, our team conducted several brainstorming sessions to generate possible ideas and solutions. Each member was encouraged to share their thoughts freely, ensuring that creativity and innovation were not limited.

During the brainstorming process, we listed multiple ideas to solve the issue of manual ticket assignment in the support department. Some of the main ideas included:

- Creating a rule-based system to automatically assign tickets based on keywords.
- Using AI and Machine Learning to analyze ticket content and route it to the correct department.
- Implementing a priority-based categorization system to handle urgent issues first.
- Designing a dashboard to monitor ticket status and agent workload.
- Integrating the ticket routing system with existing helpdesk tools like Zendesk or Freshdesk.

Once all ideas were collected, we grouped them into categories for better understanding:

1. **Automation Techniques** – Rule-based routing, keyword detection, and decision trees.
2. **AI/ML Integration** – Using natural language processing (NLP) and predictive models.
3. **User Experience Improvement** – Ticket tracking, dashboards, and status updates.
4. **Performance Optimization** – Resource allocation, response time reduction, and reporting.

After evaluating the feasibility, cost, and effectiveness of each idea, the team decided to combine **AI-based ticket classification** with a **priority management system** to form the core of our solution.

This structured brainstorming and grouping helped us move forward with a **clear and data-driven approach** for developing an automated ticket routing system.
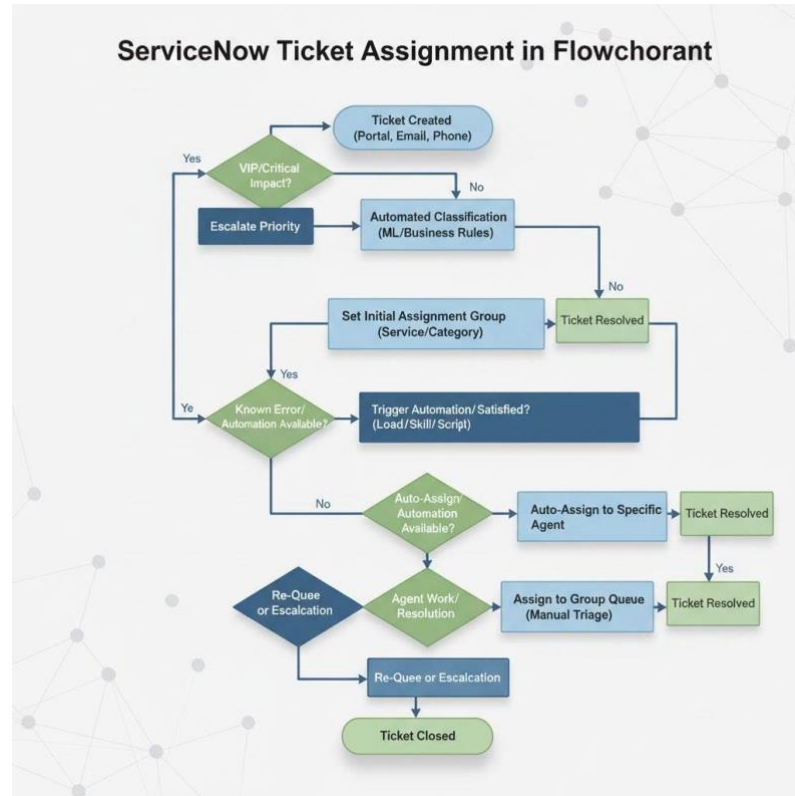
Step 3: Idea Prioritization

After generating and grouping several potential ideas, our team moved to the next stage — **Idea Prioritization**. The goal of this step was to evaluate each idea based on its **feasibility**, **impact**, **cost**, and **time requirement**, to identify the most practical and effective solution for implementation.

We used a simple evaluation matrix to rate each idea on key factors such as:

- **Feasibility:** How easy it is to implement with available tools and skills.
- **Impact:** How much it improves ticket handling efficiency and customer satisfaction.
- **Cost:** The estimated financial and resource requirements.

- **Time:** The duration needed for development and testing.

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After careful analysis and team discussions, the following conclusions were drawn:

Idea	Feasibility	Impact	Cost	Time	Priority
Rule-based ticket routing	High	Medium	Low	Short	High
AI/ML-based ticket classification	Medium	High	Medium	Moderate	Very High
Priority and category tagging system	High	High	Low	Short	Very High
Dashboard for monitoring tickets	High	Medium	Low	Short	Medium
Integration with third-party helpdesk tools	Medium	Medium	Medium	Long	Low

From this evaluation, the **AI/ML-based ticket classification** combined with a **priority-based routing mechanism** emerged as the **top-priority idea**. This approach was chosen because it provides automation, accuracy, and scalability — directly aligning with the project's objective of improving operational efficiency.

By prioritizing ideas based on real-world practicality and value, the team ensured that the final concept would deliver measurable improvements in **ticket resolution time**, **workload management**, and **customer satisfaction**.