Ideation Phase

Brainstorm and idea prioritization

Date	7.11.2025
Team ID	NM2025TMID00037
Project name	Streamlining ticket assignment for efficient support operation
Maximum mark	4

Ideation Phase – Brainstorming and Idea Prioritization
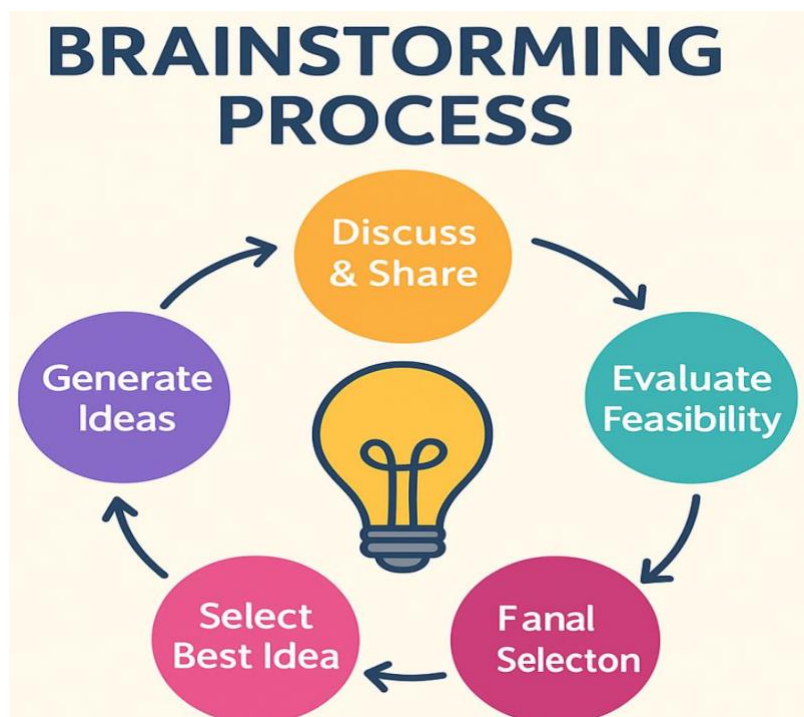
1. Brainstorming

The brainstorming stage focuses on generating as many creative ideas as possible to solve the problem identified during the empathy and discovery stages.

Process Followed:

- A team meeting was conducted with support managers, developers, and service agents.
- Members freely shared thoughts without any criticism or filtering.
- All possible ideas related to ticket assignment were listed on a digital whiteboard.
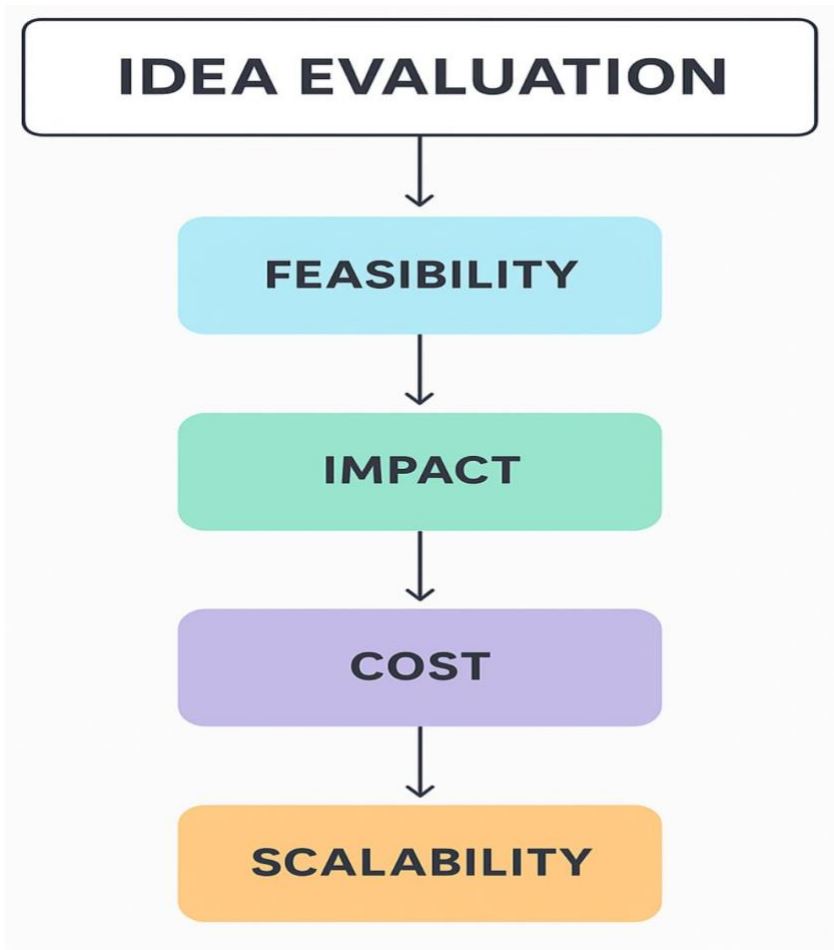
Sample Ideas Generated:

1. Continue manual ticket assignment but with better guidelines.

2. Implement rule-based auto-assignment (based on ticket type).

2. Idea Evaluation

Once brainstorming was complete, all ideas were evaluated based on:

- Feasibility (how practical it is to implement),
- Impact (how much it improves efficiency),
- Cost and Resources (required budget or effort),
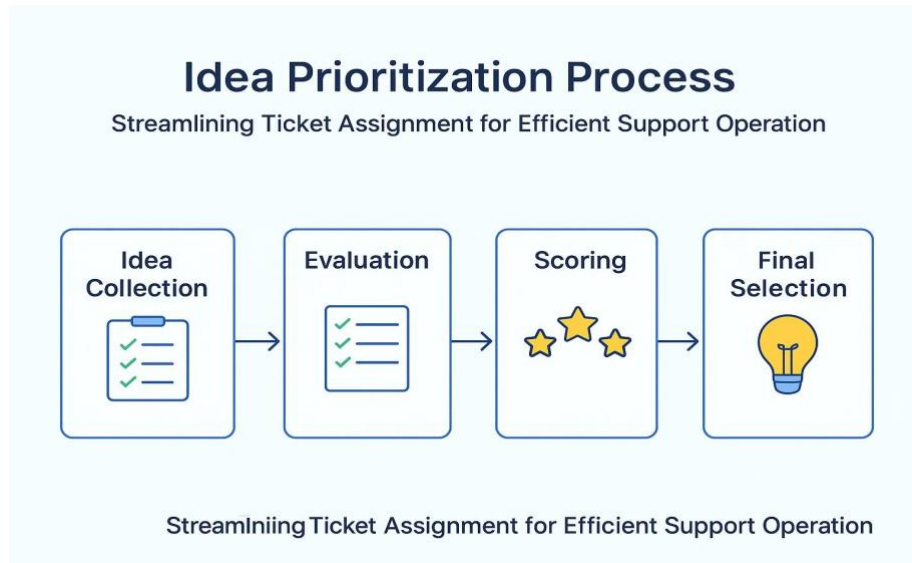- Scalability (whether it can grow with the system).

3. Idea Prioritization

The team used a step-by-step prioritization process:

1 Collect Evaluated Ideas – Gather all ideas reviewed in the evaluation stage.

2 Score Each Idea – Assign numerical or qualitative scores based on:

- Feasibility
- Impact on efficiency
- Cost of implementation

- Technical complexity

3 Rank the Ideas – Arrange ideas from lowest to highest based on total scores.

4 Select Top Priorities – Choose high-ranking ideas that provide maximum efficiency with minimal complexity.

5 Document and Approve – Finalize selected ideas for the design and development phase.

Idea Prioritization Process
Streamlining Ticket Assignment for Efficient Support Operation

Idea Collection → Evaluation → Scoring → Final Selection

Streamlniing Ticket Assignment for Efficient Support Operation

Example

Idea	Feasibility	Impact	Cost	Scalability	Final rank
Manual Assignment Improvement	✅	◯	✅	◯	Low
Rule-Based Auto Assignment	✅	✅	◯	✅	Medium
AI-Based Dynamic Assignment	◯	✅	◯	✅	High
Ticket Priority Scoring	✅	✅	✅	✅	High