**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| **DATE:** | **26-06-2025** |
| **Team ID :** | **LTVIP2025TMID55625** |
| **Project Name :** | **ResolveFlow: Online Complaint Registration and Management System** |

This document outlines brainstormed solutions for John's identified customer pain points, assessing them by impact and effort for prioritization and development planning.

**Instructions:**

* **Problem Statements:** Each section addresses a customer problem (John's persona).
* **Brainstormed Ideas:** Potential solutions/features are listed for each problem.
* **Impact & Effort:** Ideas are rated (High/Medium/Low) for user impact and development effort.
* **Priority:** Ideas are categorized (Quick Win/Major Project/Consider Later/Re-evaluate) based on Impact vs. Effort.

**Priority Definitions:**

* **Quick Win:** High impact, low effort. Implement first.
* **Major Project:** High impact, high effort. Plan strategically.
* **Consider Later:** Medium impact, medium/high effort, or low impact. Revisit if resources permit.
* **Re-evaluate:** Low impact, high effort. Reconsider necessity/approach.

**1. Problem Statement: Lack of Transparency and Control**

*John lacks real-time complaint status, leading to uncertainty.*

**Brainstormed Ideas / Solutions:**

* **Real-time dashboard tracker:**
  + **Impact:** High | **Effort:** Medium | **Priority:** Quick Win
  + **Notes:** Immediate visual feedback.
* **Automated email/SMS status notifications:**
  + **Impact:** High | **Effort:** Medium | **Priority:** Quick Win
  + **Notes:** Crucial for user peace of mind.
* **Clear complaint progress bar:**
  + **Impact:** High | **Effort:** Medium | **Priority:** Quick Win
  + **Notes:** Visual clarity on process stage.
* **Estimated resolution time display:**
  + **Impact:** Medium | **Effort:** Medium | **Priority:** Major Project
  + **Notes:** Requires agent workload/AI data; accuracy can be challenging.
* **Agent contact/photo on details page:**
  + **Impact:** Medium | **Effort:** Medium | **Priority:** Major Project
  + **Notes:** Personalizes interaction, builds trust.

**2. Problem Statement: Cumbersome and Inefficient Initial Complaint Submission**

*Traditional complaint methods are complex, creating user barriers.*

**Brainstormed Ideas / Solutions:**

* **Intuitive, multi-step complaint form:**
  + **Impact:** High | **Effort:** Low | **Priority:** Quick Win
  + **Notes:** Critical for adoption.
* **Clear field guidance/tooltips:**
  + **Impact:** High | **Effort:** Low | **Priority:** Quick Win
  + **Notes:** Reduces user errors.
* **Drag-and-drop file/image upload:**
  + **Impact:** High | **Effort:** Low | **Priority:** Quick Win
  + **Notes:** Simplifies evidence submission.
* **Pre-filled user details (if logged in):**
  + **Impact:** Medium | **Effort:** Medium | **Priority:** Consider Later
  + **Notes:** Improves convenience, requires robust authentication.
* **AI-powered category suggestion (based on description):**
  + **Impact:** Medium | **Effort:** Medium | **Priority:** Consider Later
  + **Notes:** Improves routing accuracy; initial manual categories suffice.

**3. Problem Statement: Communication Gaps and Redundancy**

*John experiences inefficient communication and repeated information, lacking streamlined interaction.*

**Brainstormed Ideas / Solutions:**

* **Integrated in-app messaging/chat with agent:**
  + **Impact:** High | **Effort:** Medium | **Priority:** Quick Win
  + **Notes:** Prevents context loss, direct communication.
* **Chat history stored with complaint record:**
  + **Impact:** High | **Effort:** Medium | **Priority:** Quick Win
  + **Notes:** Ensures full context for all.
* **Standardized canned responses for agents:**
  + **Impact:** High | **Effort:** Medium | **Priority:** Quick Win
  + **Notes:** Improves agent efficiency/consistency.
* **Agent online/offline status notification:**
  + **Impact:** Medium | **Effort:** High | **Priority:** Major Project
  + **Notes:** Adds complexity; requires real-time presence.
* **User video call option (if agent available):**
  + **Impact:** Medium | **Effort:** High | **Priority:** Major Project
  + **Notes:** Significant technical/privacy implications.

**4. Problem Statement: Concerns Regarding Data Security and Privacy**

*John worries about the security and privacy of his personal and complaint data.*

**Brainstormed Ideas / Solutions:**

* **Clear privacy policy/data handling statement:**
  + **Impact:** High | **Effort:** High | **Priority:** Major Project
  + **Notes:** Legal/trust requirement; needs careful drafting.
* **Secure user authentication (e.g., 2FA):**
  + **Impact:** High | **Effort:** High | **Priority:** Major Project
  + **Notes:** Essential for account security.
* **Data encryption (in transit/at rest):**
  + **Impact:** High | **Effort:** High | **Priority:** Major Project
  + **Notes:** Fundamental security measure.
* **Regular security audits/certifications:**
  + **Impact:** High | **Effort:** High | **Priority:** Major Project
  + **Notes:** Ongoing effort vital for trust.
* **Role-based access control for agent/admin:**
  + **Impact:** High | **Effort:** High | **Priority:** Major Project
  + **Notes:** Limits data exposure.