

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID60625
Project Name	Resolve now: Your Platform for Online Complaints
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 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/brainstorm-and-idea-prioritization>

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

Template



Online Complaint Registration and Management System

1

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

2

Get an overview

The Online Complaint Registration and Management is a user-friendly digital solution that enables individuals to easily lodge, monitor, and resolve complaints across various sectors in one centralized place.

3

Optimize the process

The platform automates complaint handling, reduces manual intervention, and ensures timely updates to accelerate resolution and enhance user satisfaction.

4

Become familiar with key features

1. User registration and complaint submission
2. Tracking, notifications and agent interaction
3. Assigning and routing complaints

1

Define your problem statement

"Your Platform for Online Complaints" aims to simplify and streamline the complaint registration process for faster resolution and better transparency.

PROBLEM

How might we [improve complaint resolution efficiency]?

2

Key rules of brainstorming

To run a smooth and productive session

1

Stay in topic.

2

Defer judgment.

3

Go for volume.

4


Encourage wild ideas.

5

Listen to others.

6

If possible, be visual.



Need some inspiration?

See a featured version of this template to inspire your work.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

Write down any ideas that come to mind. Don't worry about problem statement.

10 minutes

TIP
You can discuss ideas with your team, but don't discuss or debate ideas during the brainstorm.

Person 1 Person 2 Person 3 Person 4

Person 5 Person 6 Person 7 Person 8

2 Group Ideas

Take turns sharing your ideas and listening to the other person's ideas. Once all ideas are shared, group them into 3-5 categories. Write down the category name and list the ideas in the category. Try and use 5-10 words to describe each category.

10 minutes

TIP
If you have a lot of ideas, you can use sticky notes to write them down and then group them.

Smart Complaint Categorization with AI:
Use AI to automatically categorize your ideas into 3-5 categories. This is a helpful tool to use when you have a lot of ideas.

Step-3: Idea Prioritization

3 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes

TIP
Prioritize ideas that are important and feasible. If you have a lot of ideas, you can use sticky notes to write them down and then place them on the grid.

Importance

Feasibility

Sweet spot

How important is this idea to your team? (1-5)

How feasible is this idea? (1-5)