

Ideation Phase

Empathize & Discover

Date	13 March 2023
Team ID	NM2023TMID11768
Project Name	PROPERTY MANAGEMENT APPLICATION USING SALESFORCE
Maximum Marks	5 Marks

Empathy Map (IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDITATE WITH INTERNAL MARKS)



Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 March 2023
Team ID	NM2023TMID11768
Project Name	PROPERTY MANAGEMENT APPLICATION USING SALESFORCE
Maximum Marks	5 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/empathy-map-canvas>

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



Brainstorm & idea prioritization

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.

10 minutes to prepare
1 hour to collaborate
2-6 people recommended

[Share template feedback](#)

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.

10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Talk about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes


PROBLEM

To develop an app for property management where buyer can order his requirements and get appropriate details of the property and to provide discount

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.



Need some inspiration?

See a random stream of ideas to inspire your next session.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

MESIKA V
Discount to the customer's expectation
Safe online service
Digitally visualizing the property
Rently monitoring property insights

DEVAMUGI R
It will show all the needed information and categorize the information depending on the user's need
Day-to-day attractive updates
Property management includes to do needs of the users like repairing and plumbing
Option for every budget and recruitments

KARTHIKA S
Necessary to make a first good impression
Should give easy communication with the users
Property satisfies the customer's need
Property documents should be handled in a right manner

SUSMITHA S
Personalized recommendation as per your needs
Locality map view
Manage rental properties from your phone
Give clear prospectus

→

3

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

SERVICES
1. Secure documents
2. Day-to-day updates

NETWORK
1. Collecting rent and marketing
2. Give clear prospectus

RENT
1. Options for every budget and recruitment
2. Rent and lease remainder



Step-3: Idea Prioritization

4

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.

20 minutes

