

Ideation Phase

Brainstorm & Idea Prioritization

Date	25June2025
Team ID	LTVIP2025TMID31104
Project Name	Field Service Work Order Optimization
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Brainstorming fosters a collaborative environment where team members can freely contribute creative ideas to optimize field service work order processes. The goal is to prioritize innovative, out-of-the-box solutions that enhance efficiency, reduce costs, and improve customer satisfaction. This template guides your team through the ideation and prioritization process, whether in-person or remote, to develop actionable solutions for work order optimization.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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



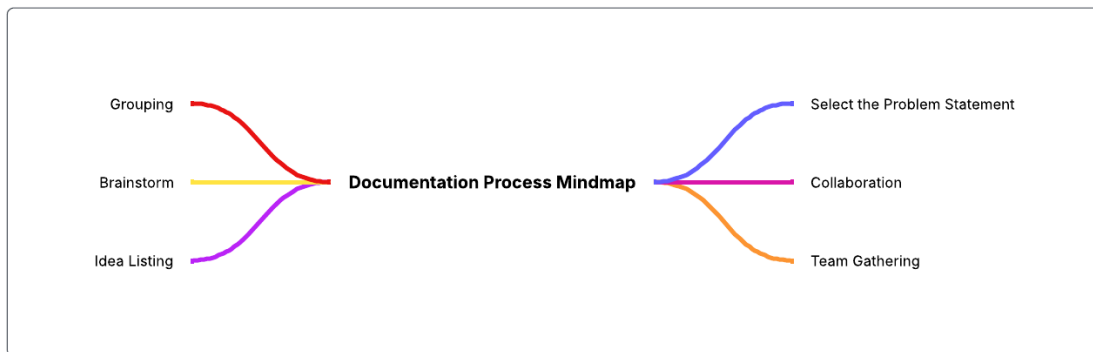
- **Objective:** Assemble the team, define roles, and select a clear problem statement to address inefficiencies in field service work order management.
- **Problem Statement:** Current field service work order processes suffer from delays, miscommunication, and inefficient resource allocation, leading to increased operational costs and reduced customer satisfaction.
- **Activities:**
 - Gather cross-functional team members (e.g., field technicians, dispatchers, IT specialists, and customer service representatives).
 - Use collaborative tools (e.g., Mural, Miro) for virtual or hybrid brainstorming sessions.
 - Define the scope: Optimize scheduling, routing, and task allocation for field service work orders.
 - Assign a facilitator to guide discussions and a scribe to document ideas.

Step-2: Brainstorm, Idea Listing and Grouping

- **Objective:** Generate a high volume of ideas to address the problem statement, then group similar ideas for clarity.

- **Process:**
 - Conduct a 15–20 minute brainstorming session where all ideas are welcome, no matter how unconventional.
 - Use a timer to keep the session focused and encourage rapid idea generation.
 - List ideas on a digital whiteboard or sticky notes (virtual or physical).
 - **Group similar ideas into categories such as:**
 - **Scheduling Optimization:** Automated scheduling, real-time updates
 - **Routing Efficiency:** GPS-based routing, traffic-aware algorithms.
 - **Resource Allocation:** Technician skill matching, inventory management.
 - **Customer Communication:** Automated notifications, customer portals.
 - **Data Analytics:** Predictive maintenance, performance dashboards.

Brainstorming, Idea Listing, and Grouping Mindmap for Documentation



Step-3: Idea Prioritization

- **Objective:** Evaluate and prioritize ideas based on feasibility, impact, and alignment with project goals.
- **Process:**
 - Use a prioritization matrix to score ideas (e.g., Impact vs. Effort or Cost vs. Benefit).
 - Assign scores (1–4) for each idea based on:
 - **Impact:** How significantly does it improve efficiency or customer satisfaction? (1 = Low, 4 = High)
 - **Feasibility:** How practical is it to implement within 6–12 months? (1 = Difficult, 4 = Easy)
 - **Cost:** What is the estimated cost of implementation? (1 = High, 4 = Low)