

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID54062
Project Name	Resolve Now
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

```
graph TD
    Goal[Goal: Develop an Online Complaint Registration and Management System] --> Process
    subgraph Process [Process]
        direction TB
        B1[Before you collaborate] --> B2[Define your problem statement]
        B2 --> B3[Brainstorming]
    end
    Process --> Outcome[Online Complaint Registration and Management System]
    subgraph B1_Details [Before you collaborate]
        B1_1[Proforma y. coll.aborate]
        B1_2[Get an overview]
        B1_3[Optimize the process]
        B1_4[Become familiar with key features]
    end
    subgraph B2_Details [Define your problem statement]
        B2_1[What problems can this system help to solve?]
        B2_2[How might we improve complaint resolution efficiency?]
    end
    subgraph B3_Details [Brainstorming]
        B3_1[Key rules of brainstorming]
        B3_2[Encourage all ideas]
        B3_3[Go for quantity]
        B3_4[Deter judgment]
        B3_5[Link and improve]
```

Goal: Develop an Online Complaint Registration and Management System

Process:

- Before you collaborate**
 - Proforma y. coll.aborate
 - Get an overview
 - Optimize the process
 - Become familiar with key features
 - User registration and complaint submission
 - Tracking, notifications, and agent interaction
 - Assigning and routing complaints
- Define your problem statement**
 - What problems can this system help to solve?
 - How might we improve complaint resolution efficiency?
- Brainstorming**
 - Key rules of brainstorming
 - Encourage all ideas
 - Go for quantity
 - Deter judgment
 - Link and improve

Outcome: Online Complaint Registration and Management System

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 icon to start drawing!

Amar	Yuktesh	Person 3	Person 4
<div>Handwritten: "Handwritten text"</div>			

Person 5	Person 6	Person 7	Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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.

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

