

## Brainstorm & Prioritization Template

Idea Date: 26 June 2025

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Project Name: Resolve Now: Your Platform for Online Complaints

Maximum Marks: 4 Marks

### 1. Problem Statement

Users often face difficulties in lodging and tracking consumer complaints against businesses due to lack of centralized, transparent, and responsive systems.

### 2. Brainstorming Ideas

1. AI-based chatbot for guided complaint registration
2. Real-time complaint tracking dashboard
3. Integration with government/consumer courts for auto-escalation
4. User rating system for company responsiveness
5. Mobile app for instant complaint capture (voice/photo upload)
6. Reward system for resolving complaints quickly
7. Company response time leaderboard
8. Smart filters for viewing trending complaint categories

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### 3. Prioritization Matrix

1. AI-based chatbot: Impact=5, Feasibility=4, Score=20 - High impact and relatively easy to build
2. Real-time dashboard: Impact=4, Feasibility=5, Score=20 - Technically straightforward
3. Legal integration: Impact=5, Feasibility=2, Score=10 - Complex legal integration
4. Rating system: Impact=3, Feasibility=5, Score=15 - Adds transparency
5. Mobile app: Impact=4, Feasibility=4, Score=16 - Enhances user convenience
6. Reward system: Impact=2, Feasibility=3, Score=6 - Hard to incentivize legally
7. Leaderboard: Impact=3, Feasibility=4, Score=12 - Adds gamification appeal
8. Smart filters: Impact=4, Feasibility=4, Score=16 - Better UX/navigation

### 4. Top Prioritized Ideas

1. AI-based chatbot for guided complaint registration (Score: 20)
2. Real-time complaint tracking dashboard (Score: 20)
5. Mobile app with voice/photo uploads (Score: 16)
8. Smart filters for trending issues (Score: 16)

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### **5. Final Notes for Submission**

- Ensure idea documentation is clear and concise.
- Provide visuals or mockups if available.
- Be ready to explain how each top idea addresses the core problem.
- Mention any unique value proposition for your platform.