

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	05/10/2022
Team ID	PNT2022TMID39363
Project Name	CUSTOMER CARE REGISTRY
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/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
 2-8 people recommended

 **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


A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.


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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

How might we [your problem statement]?



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.

Step-2: Brainstorm, Idea Listing and Grouping

•

2

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

🕒 30 minutes

Karthik
1. Add a chat box to the website
2. Add a live chat feature
3. Add a quick chat response
4. Add an interactive chat
5. Add a customer rating system
6. Add a customer feedback form
7. Add a customer review section
8. Add a customer support chatbot
9. Add a customer support team
10. Add a customer support portal

Edil Amudhavan
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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 four sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

customer
customer satisfaction
customer expectation
customer rating
customer queries

chat box
provide chat box
live chat
quick chat response
interactive chat

service
Tracking of services
provides service details
stores customer details
stores agent details

Feed back
customer satisfaction
customer feedback
customer rating
customer review

Information & security
stores data
data privacy
enhanced security
data protection

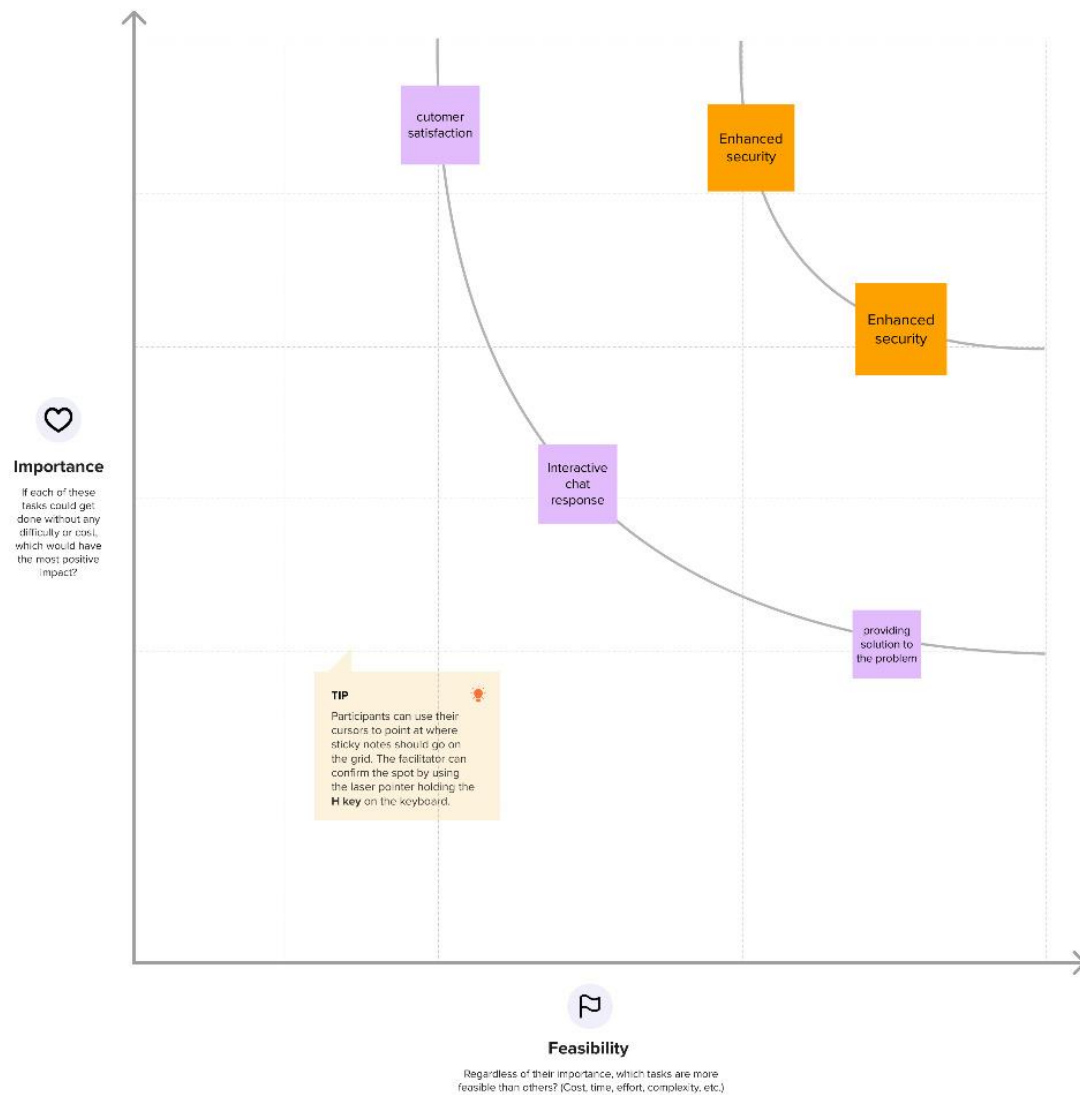
Tip
Add a customer rating system to the website to help a customer to rate a service or a product. This will help you to improve your service and product.

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



Step-3: Idea Prioritization