Ideation Phase
Brainstorm & Idea Prioritization Template

Date	June 2025
Team ID	LTVIP2025TMID50838
Project Name	ResolveNow: Your Platform for Online Complaints
Maximum Marks	4 Marks

Step 1: Team Gathering, Collaboration, and Problem Statement Selection

Activity:
As the sole developer, I initiated the ideation process by identifying gaps in the current complaint management systems through personal research and observation. I selected a meaningful problem related to delayed and inefficient handling of user grievances.

Selected Problem Statement:
"There is no efficient, centralized digital platform where users can submit complaints and track their resolution in real-time, causing delays, lack of accountability, and frustration."

Step 2: Brainstorm, Idea Listing, and Grouping

Raw Ideas Generated:

Idea	Group
Online portal for complaint submission	User Interface (UI)
Track complaint status in real-time	Core Functionality
Notify users via email/SMS	Notification System
Assign agents automatically	Backend Logic
Admin dashboard to manage all complaints	Admin Interface
Chat between user and agent	Real-time Communication
Secure login using OTP	Security
Attach documents/images with complaint	Complaint Features
Complaint resolution feedback	Feedback System

Grouped Themes:

- **UI/UX: Complaint form, dashboard, responsive design**

- **Communication: Email, SMS, real-time chat**

- **Security: OTP, authentication**

- **Admin Tools: Monitoring, assigning, analyt**

Step 3: Idea Prioritization

Prioritization Matrix (based on Impact vs Effort):

Idea	Impact	Effort	Priority
Complaint form + file upload	High	Low	High
Real-time complaint tracking	High	Medium	High
Admin assignment panel	High	High	High
Chat with agent	Medium	Medium	Medium
SMS/Email Notifications	Medium	Medium	Medium
OTP Login	Medium	High	Low
Feedback System	Low	Low	Low

Final Decision:

I decided to implement the most impactful and feasible ideas first, including complaint submission, real-time tracking, admin tools, and user-agent interaction. Features like OTP and feedback will be added in future versions.