

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 june 2025
Team ID	LTVIP2025TMID49547
Project Name	Platform for online complaints
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

The idea for **Resolve Now: online complaints** emerged from recognizing common issues in traditional complaint-handling systems used in various sectors like customer service, government, and education. During the brainstorming process, several pain points were identified:

- Complaints often go unresolved due to lack of tracking.
- Customers/users have no clear visibility of the complaint status.
- Manual processes lead to delayed resolutions and poor communication.
- There is no proper interaction between users and complaint-handling agents.
- Lack of accountability from organizations in managing and resolving issues.

With these issues in mind, the brainstorming focused on the core features needed for an efficient system. The team discussed incorporating:

- A simple user interface for easy complaint registration.
- Real-time tracking and automated notifications.
- A chat interface between users and assigned agents.
- Secure data handling with authentication and encryption.
- Admin dashboards for monitoring and workload-based complaint assignment.

**Step-1: User Impact:** High-priority features were those directly improving user experience, such as complaint submission, tracking, and status notifications.

**Step-2: Functionality:** Essential functions like secure user authentication, admin management, and agent assignment were placed at the top.

**Step-3: Feasibility:** Features that could be developed with available resources and within time constraints were prioritized for the first version, while advanced features like AI-based routing were marked for future updates.

**Step-4: Security and Compliance:** Handling user data securely was given top priority, ensuring compliance with data protection norms.

**Step-5: Interaction Flow:** Real-time interaction between the user and the agent was prioritized to ensure users feel heard and supported throughout the process.