

IdeationPhase

Brainstorm&IdeaPrioritizationTemplate

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| Date | 31January2025 |
| TeamID | NM2025TMID07621 |
| ProjectName | Streamlining Ticket Assignment for Efficient Support Operations |
| MaximumMarks | 4Marks |

Brainstorm&IdeaPrioritizationTemplate:

In a brainstorming session for streamlining the ticket assignment process for support operations, the goal is to generate as many ideas as possible without worrying about feasibility at first. Encourage the team to think creatively and consider unconventional solutions, such as automating ticket routing or improving agent workload management. Everyone should feel free to build on each other's ideas to refine or combine them, ensuring a rich set of potential solutions. Once the ideas are generated, categorize them based on key areas like automation, agent performance, prioritization strategies, or customer experience improvements. After categorizing, prioritize the ideas by evaluating their impact on operational efficiency, ease of implementation, innovativeness, and potential costs versus benefits. Use a 1-5 scale to rank each idea, where 1 is low priority and 5 is high priority. This will help identify which ideas have the most potential. Finally, select the top 3 ideas to move forward with and assign team members to take ownership, further developing and testing them within defined timelines.

Reference:<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1:TeamGathering,CollaborationandSelecttheProblemStatement

***Gather your team to align on the project goal: improving ticket assignment for better support efficiency.**

***Collaborate by discussing current challenges in ticket routing, prioritization, and workload balance.**

***Select the Problem Statement: "The current ticket assignment process is inefficient, leading to delays and poor customer experience."**

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.
[Open article](#) →

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,IdeaListingandGrouping

- *Brainstorm ideas to address the problem: think automation, smarter routing, or better workload distribution.
- * List all ideas without judgment—no idea is too small.
- * Group ideas into categories like Automation, Workload Management, and Customer Experience.

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!

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:IdeaPrioritization

- * Set criteria: Evaluate ideas based on impact, feasibility, and cost/benefit.
- * Rate ideas using a 1-5 scale, with 1 being low priority and 5 being high priority.* Prioritize the top 3-5 ideas based on the scores for further action.

Step 3 – 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.

TIP

You can use the x and y keys on your keyboard to move an idea or sticky note slowly across this grid.