

Ideation Phase

Brainstorm & Idea Prioritization Template

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Project Name :	ResolveFlow: Online Complaint Registration and Management System

This document outlines brainstormed solutions for John's identified customer pain points, assessing them by impact and effort for prioritization and development planning.

Instructions:

- **Problem Statements:** Each section addresses a customer problem (John's persona).
- **Brainstormed Ideas:** Potential solutions/features are listed for each problem.
- **Impact & Effort:** Ideas are rated (High/Medium/Low) for user impact and development effort.
- **Priority:** Ideas are categorized (Quick Win/Major Project/Consider Later/Re-evaluate) based on Impact vs. Effort.

Priority Definitions:

- **Quick Win:** High impact, low effort. Implement first.
- **Major Project:** High impact, high effort. Plan strategically.
- **Consider Later:** Medium impact, medium/high effort, or low impact. Revisit if resources permit.
- **Re-evaluate:** Low impact, high effort. Reconsider necessity/approach.

1. Problem Statement: Lack of Transparency and Control

John lacks real-time complaint status, leading to uncertainty.

Brainstormed Ideas / Solutions:

- **Real-time dashboard tracker:**
 - o **Impact:** High | **Effort:** Medium | **Priority:** Quick Win

- o **Notes:** Immediate visual feedback.

- **Automated email/SMS status notifications:**

- o **Impact:** High | **Effort:** Medium | **Priority:** Quick Win

- o **Notes:** Crucial for user peace of mind.

- **Clear complaint progress bar:**

- o **Impact:** High | **Effort:** Medium | **Priority:** Quick Win

- o **Notes:** Visual clarity on process stage.

- **Estimated resolution time display:**

- o **Impact:** Medium | **Effort:** Medium | **Priority:** Major Project

- o **Notes:** Requires agent workload/AI data; accuracy can be challenging.

- **Agent contact/photo on details page:**

- o **Impact:** Medium | **Effort:** Medium | **Priority:** Major Project

- o **Notes:** Personalizes interaction, builds trust.

2. Problem Statement: Cumbersome and Inefficient Initial Complaint Submission

Traditional complaint methods are complex, creating user barriers.

Brainstormed Ideas / Solutions:

- **Intuitive, multi-step complaint form:**

- o **Impact:** High | **Effort:** Low | **Priority:** Quick Win

- o **Notes:** Critical for adoption.

- **Clear field guidance/tooltips:**

- o **Impact:** High | **Effort:** Low | **Priority:** Quick Win

- o **Notes:** Reduces user errors.

- **Drag-and-drop file/image upload:**

- o **Impact:** High | **Effort:** Low | **Priority:** Quick Win

- o **Notes:** Simplifies evidence submission.

- **Pre-filled user details (if logged in):**

- o **Impact:** Medium | **Effort:** Medium | **Priority:** Consider Later

- o **Notes:** Improves convenience, requires robust authentication.

- **AI-powered category suggestion (based on description):**

- o **Impact:** Medium | **Effort:** Medium | **Priority:** Consider Later

- o **Notes:** Improves routing accuracy; initial manual categories suffice.

3. Problem Statement: Communication Gaps and Redundancy

John experiences inefficient communication and repeated information, lacking streamlined interaction.

Brainstormed Ideas / Solutions:

- **Integrated in-app messaging/chat with agent:**

- o **Impact:** High | **Effort:** Medium | **Priority:** Quick Win

- o **Notes:** Prevents context loss, direct communication.

- **Chat history stored with complaint record:**

- o **Impact:** High | **Effort:** Medium | **Priority:** Quick Win

- o **Notes:** Ensures full context for all.

- **Standardized canned responses for agents:**

- o **Impact:** High | **Effort:** Medium | **Priority:** Quick Win

- o **Notes:** Improves agent efficiency/consistency.

- **Agent online/offline status notification:**

- o **Impact:** Medium | **Effort:** High | **Priority:** Major Project

- o **Notes:** Adds complexity; requires real-time presence.

- **User video call option (if agent available):**

- o **Impact:** Medium | **Effort:** High | **Priority:** Major Project

- o **Notes:** Significant technical/privacy implications.

4. Problem Statement: Concerns Regarding Data Security and Privacy

John worries about the security and privacy of his personal and complaint data.

Brainstormed Ideas / Solutions:

- **Clear privacy policy/data handling statement:**

- o **Impact:** High | **Effort:** High | **Priority:** Major Project

- o **Notes:** Legal/trust requirement; needs careful drafting.
- **Secure user authentication (e.g., 2FA):**
 - o **Impact:** High | **Effort:** High | **Priority:** Major Project
 - o **Notes:** Essential for account security.
- **Data encryption (in transit/at rest):**
 - o **Impact:** High | **Effort:** High | **Priority:** Major Project
 - o **Notes:** Fundamental security measure.
- **Regular security audits/certifications:**
 - o **Impact:** High | **Effort:** High | **Priority:** Major Project
 - o **Notes:** Ongoing effort vital for trust.
- **Role-based access control for agent/admin:**
 - o **Impact:** High | **Effort:** High | **Priority:** Major Project
 - o **Notes:** Limits data exposure.

This document defines key problem statements derived directly from John's Empathy Map, focusing on the challenges and frustrations he experiences related to product defects and the complaint resolution process. Addressing these problems will be central to the success of the Online Complaint Registration and Management System.

1. Lack of Transparency and Control

Problem Statement: John lacks real-time, easily accessible information regarding the status and progress of his complaint, leading to uncertainty and a feeling of being uninformed.

- Derived from Empathy Map (THINKS): "Will they take me seriously?", "Progress is reassuring." (implies lack of initial reassurance).
- Derived from Empathy Map (DOES): "Monitors status (email/dashboard)." (indicates active seeking of information due to initial lack).
- Derived from Empathy Map (FEELS): "Frustrated (initial)," "Relieved & Informed" (only upon receiving updates, highlighting initial problem).

2. Cumbersome and Inefficient Initial Complaint Submission

Problem Statement: The traditional methods of initiating a complaint are often perceived as complex and time-consuming, creating an initial barrier for users like John.

- Derived from Empathy Map (SAYS): "'Hope process is easy.'"
- Derived from Empathy Map (DOES): "Searches & Registers." (highlights effort needed to even start).
- Derived from Empathy Map (FEELS): "Frustrated (initial)," "Cautiously Optimistic" (implies a hurdle was overcome or anticipated).

3. Communication Gaps and Redundancy

Problem Statement: John experiences inefficient communication channels where he may need to repeat information, or where direct interaction with a responsible party is not immediate or streamlined.

- Derived from Empathy Map (SAYS): "'Updates & chat good.'" (implies this wasn't always the case).
"'No calls, great!'" (highlights aversion to traditional phone calls).
- Derived from Empathy Map (DOES): "Chats with agent." (indicates the solution to a prior problem).
- Derived from Empathy Map (THINKS): "Will they take me seriously?" (can be tied to poor communication leading to feeling unheard).

4. Concerns Regarding Data Security and Privacy

Problem Statement: John has underlying concerns about the security and privacy of his personal and complaint-related data when submitting sensitive information.

- Derived from Empathy Map (THINKS): "'Is my data safe? (Privacy)'"
- Derived from Empathy Map (FEELS): "Secure" (only due to perceived system robustness, implying an initial concern).

Conclusion

These problem statements succinctly summarize the core pain points John faces during the complaint resolution process. By focusing on providing transparent tracking, simplifying submission, streamlining communication, and ensuring robust data security, the Online Complaint Registration and Management System can effectively address these issues, leading to a much improved and more satisfying user experience for customers like John.

This report details the foundational Empathize & Discover phase for the Online Complaint Registration and Management System. This critical initial stage is dedicated to gaining a profound understanding of the project's context, the target users, their needs, pain points, and the environment in which the system will operate. By empathizing with our users, we lay the groundwork for a truly user-centric design that effectively addresses real-world problems.

Understanding the Empathize & Discover Phase

The "Empathize & Discover" phase is the cornerstone of any successful design and development process. It involves deep immersion into the world of our users to understand their experiences, motivations, and frustrations. This phase is characterized by gathering diverse perspectives and data, moving beyond assumptions to uncover genuine insights.

Key Objectives of this Phase:

- **Uncover User Needs:** Identify explicit and implicit needs, challenges, and goals of all stakeholders who will interact with the system (customers, agents, administrators).
- **Map User Journeys:** Understand the current processes users follow, highlighting touchpoints, emotions, and friction points.
- **Define Problem Statements:** Clearly articulate the specific problems the system aims to solve.
- **Establish Context:** Grasp the organizational, technical, and regulatory environment.
- **Build Empathy:** Foster a deep understanding of users' perspectives to inform design decisions.

Key Activities Undertaken:

- 1. Stakeholder Interviews:** Conducted in-depth interviews with potential customers (like John), customer service agents (like Sarah), and system administrators to gather first-hand accounts of their current experiences, challenges, and desired improvements.
- 2. User Observation (Simulated):** Analyzed existing complaint handling scenarios and identified typical user behaviors and pain points.
- 3. Competitive Analysis:** Researched existing complaint management solutions to understand market trends, best practices, and potential areas for differentiation.
- 4. Requirements Gathering:** Collected and documented functional and non-functional requirements based on user insights and business objectives.
- 5. Regulatory Compliance Research:** Initiated investigation into relevant data protection regulations and industry-specific compliance requirements to ensure the system's design adheres to necessary standards.

User Flow Diagram: John's Complaint Journey



