

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	12-06-2025
Team ID	LTVIP2025TMID52018
Project Name	resolvenow: your platform for online complaints
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/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Online Complaint Registration and Management System

Before you collaborate

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» Get an overview

The Online Complaint Registration and Management System is a platform for submitting, tracking, and receiving complaints.

» Optimize the process

It can help organisations develop a safety management system that reduces the number of complaints and improves satisfaction.

» Become familiar with key features

- User registration and complaint submission
- Tracking, notifications, and agent interaction
- Assigning and routing complaints

Define your problem statement





What problems can this system help to solve? What are the most important problems and needs? What time frame is relevant? This will be the focus of your discussion.

→ Problem

How might we improve complaint resolution efficiency?

Key rules of brainstorming

For the next 15 minutes, let's brainstorm.

-  Encourage all ideas
-  Go for quantity
-  Defer judgment
-  Link and improve

Step-2: Brainstorm, Idea Listing and Grouping

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 switch to sketch mode to start drawing!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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: Idea Prioritization

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

