

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	29 OCT 2025
Team ID	NM2025TMID08331
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

This project aims to automate and optimize the process of assigning customer support tickets to the most suitable agents. By considering factors like agent skill, workload, and ticket priority, the system ensures faster resolution and balanced workloads. This approach enhances overall efficiency and customer satisfaction while minimizing human error in ticket management.

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

**Template**



## Brainstorm & idea prioritization

This brainstorming session used collaborative facilitation tools to help the team unleash their creativity and develop innovative solutions for improving support operations. Using the brainstorming template, team members shared and refined ideas remotely, shaping the concept of an **automated ticket assignment system** that ensures faster response times and balanced workloads — even when the team isn't in the same location.

⌚ 10 minutes to prepare  
⌚ 1 hour to collaborate  
👤 2-8 people recommended

**Before you collaborate**  
The team studied support challenges to prepare for brainstorming ideas on automating ticket assignment.  
⌚ 10 minutes

**problem statement**  
Manual ticket assignment in support operations leads to delays, uneven workload distribution, and reduced customer satisfaction. This project aims to automate ticket assignment based on agent skill, workload, and ticket priority to improve efficiency and response time.

**A Team gathering**  
The team collaborated to identify issues in support operations and chose to solve the problem of manual ticket assignment.

**B Set the goal**  
To develop an automated system that assigns support tickets efficiently based on agent skill and workload, reducing response time and improving customer satisfaction.

**C Learn how to use the facilitation tools**  
The team explored and practiced using digital tools like Miro and Mural for brainstorming, idea grouping, and prioritization to improve collaboration and decision-making.

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**Key rules of brainstorming**  
To run a 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, Idea Listing and Grouping:

2

### Brainstorm

- Use an automated system to assign tickets based on agent skill and workload.
- Implement AI to categorize and route tickets automatically.
- Add a dashboard for admins to monitor and manage assignments.
- Send real-time notifications to agents for new tickets.

⌚ 10 minutes



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### Group ideas

The team shared ideas one by one and organized similar ones into clusters. Related ideas were grouped under labels like **Automation**, **Monitoring & Control**, and **Performance Tracking**. Larger clusters, such as automation features, were divided into smaller groups focusing on **Skill-Based Assignment**, **Load Balancing**, and **AI Categorization** for better clarity and focus.

⌚ 20 minutes

## Step-3: Idea Prioritization:

4

### Prioritize

Focus on identifying which access management optimizations (automation, security, or integration features) provide the highest impact with the most realistic implementation effort.

⌚ 20 minutes

**TIP** Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

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### After you collaborate

You can export your brainstorming outcomes as an image or PDF to share with your project team, IT leads, or stakeholders. This helps everyone stay aligned on the proposed improvements for user, group, and role management workflows.

#### Quick add-ons

**Share the mural** Share a view link to the finalized workflow plan or optimization proposal with your team members and department heads to gather their feedback.

**Export the mural** Export the completed brainstorm, grouped ideas, and prioritization grid as a PDF or image to include in your project report or presentation.

#### Keep moving forward

**Strategy blueprint** Define the next steps to implement your optimized access control workflows — including automation goals, system integration plans, and testing stages.

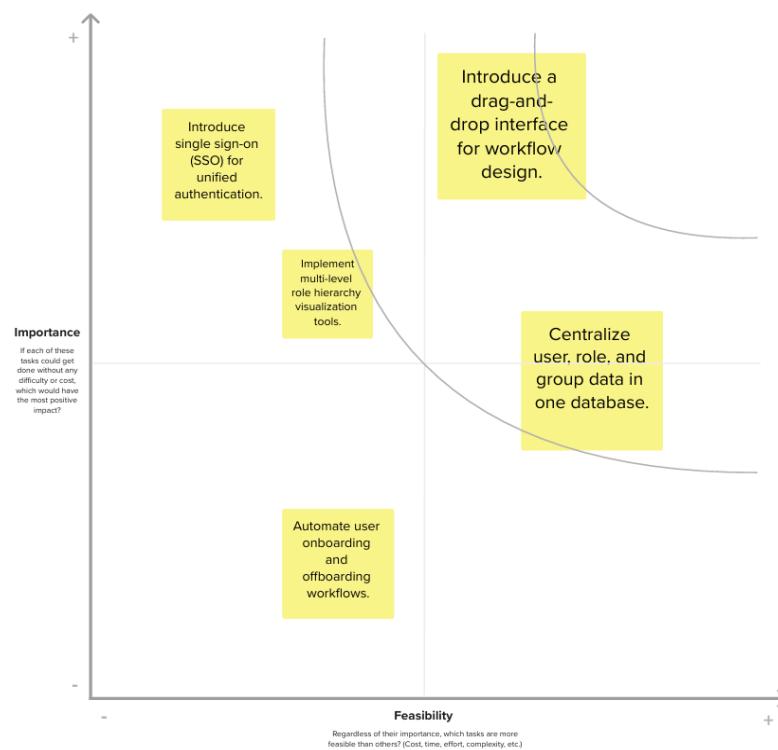
[Open the template →](#)

**Customer experience journey map** Map how administrators and end-users interact with the access management system to identify usability improvements and reduce complexity.

[Open the template →](#)

**Strengths, weaknesses, opportunities & threats** Analyze the proposed workflow system by identifying its current strengths, potential risks, and opportunities for enhancement.

[Open the template →](#)



This ideation phase provides a strong foundation for developing a streamlined, automated support ticket system that enhances operational performance.