

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID60625
Project Name	Resolve now: 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

Template



## Online Complaint Registration and Management System

1

**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.

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Get an overview

The Online Complaint Registration and Management is a user-friendly digital solution that enables individuals to easily lodge, monitor, and resolve complaints across various sectors in one centralized place.

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Optimize the process

The platform automates complaint handling, reduces manual intervention, and ensures timely updates to accelerate resolution and enhance user satisfaction.

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Become familiar with key features

1. User registration and complaint submission
2. Tracking, notifications and agent interaction
3. Assigning and routing complaints

2

**Define your problem statement**

"Your Platform for Online Complaints" aims to simplify and streamline the complaint registration process for faster resolution and better transparency.

PROBLEM

How might we [improve complaint resolution efficiency]?

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.



**Need some inspiration?**

See a featured version of this template to boost your work.

[Open example](#)

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Version 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

**TIP** You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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 sub-sticky notes to sticky notes to make it easier to find, remove, organize, and categorize important ideas as themes within your board.

**1. Real-Time Complaint Tracking Dashboard:**  
Give users access to a real-time dashboard where they can monitor the progress of their complaints, see how long it should take to resolve them, and get email or SMS updates.

## 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

**TIP** Participants can take their favorite top priority idea and enhance it using sticky notes and sub-sticky notes. This allows them to quickly share their vision for the future and see how it fits into the overall picture. It's key to the roadmap!

**Importance**  
Of priority all ideas should 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.

**Feasibility**  
Regardless of their importance, which looks and more realistic than others? Costs, time, complexity, etc.