# Ideation Phase Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32910
Project Name	Project – Car Resale Value Prediction
Maximum Marks	4 Marks

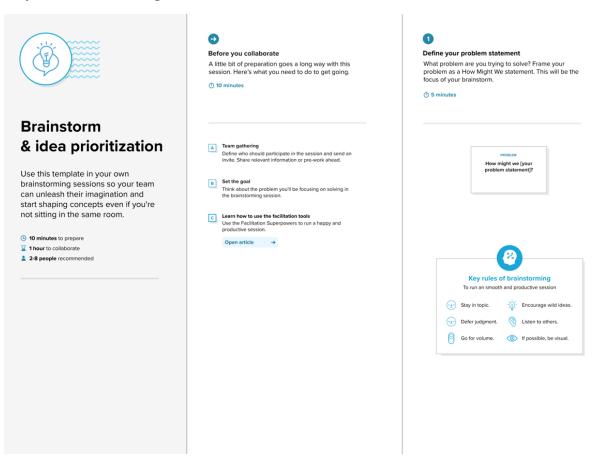
#### **Brainstorm & Idea Prioritization Template:**

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: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

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



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



### **Brainstorm**

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

10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

KEERTHIKA			DESIKA	DESIKA			JEEVITHA			NIRANJAN		
Performance	safety	Maintenance	Good infrastructure	Depriciation	Reasonable price	PERFORMANCE 1Economy 2 Torque 3.Speed	INTERIOR 1.Equipment 2.Seats	Research more specifically about price	Brand	In-demand	Economic conditions	
Don't trust dealers	Fuel consumption	Explores sites and looks at all cars in budget	Warrantly	Buys a car that meets our needs	wants to be futuristic	Trade-in value and retail price	EXTERIOR 1.Colour 2.Wheels 3.Doors	Comfortable for use	Kilometers covered	Car condition	Timing	
Good mileage	Flexibility in driving	Efficiency	Cargo capacities	Always available Accessories	Consults with trusted individuals	Use patterns	Gear type,odometer	Accident history	Well kept	The origin of the car	Automatic aircorn	



### **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 and break it up into smaller sub-groups.

① 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**

