

Ideation Phase Brainstorm & Idea Prioritization Template


Date	02 OCT 2022
Team ID	PNTIBMKt15
Project Name	Project – ADS Based Car Resale Value Prediction
Maximim Marks	2 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.

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

Template



Brainstorm & idea prioritization

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.

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

➡ 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.

⌚ 10 minutes

1 Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2 Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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1 Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your Brainstorm.

⌚ 5 minutes

Due to the huge requirement of used cars and lack of experts who can determine the correct valuation, a **predictive solution** to predict used cars prices by scraping data from websites (dataset).

Key rules of brainstorming
To run an smooth and productive session

1. Stay on topic.

2. Defer judgment.

3. Go for volume.

4. Encourage wild ideas.

5. Listen to others.

6. If possible, be visual.

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
Remember to stay calm and not judge problems based on their relevance.

SALES/AR/IT

1	2	3
4	5	6
7	8	9

BRAND/AR/IT

1	2	3
4	5	6
7	8	9

LEGAL/IT


1	2	3
4	5	6
7	8	9

LOGISTICS

1	2	3
4	5	6
7	8	9

3 Group ideas
Take turns sharing your ideas which clustering similar or related notes as you go. In the last 10 minutes, give each cluster a unique title (one idea is bigger than six sticky notes, try and see if you can divide it up into smaller sub-groups).

⌚ 20 minutes



TIP
Don't overcomplicate the grouping, make it simple. Focus on the main idea and group it up. If you have a lot of ideas, you can group them into sub-groups.

Step-3: Idea Prioritization

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

