Ideation Phase
Brainstorm & Idea Prioritization Template

Date	11 November 2023
Team ID	Team-591780
Project Name	Car Purchase Prediction Using ML
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/empathy-map-canvas

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

Step-2: Brainstorm and Idea Listing

2

Brainstorm

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

🕐 10 minutes

Rakesh

Data collection including income levels, credit scores, past buying history, and preferences.	Combine predictions from multiple models.
Collection of feedbacks from the persons who are already used a product.	Collaborate with industry experts, car dealerships, or market analysts.

Sandeep

Account for cultural and regional differences in car-buying behavior.	Gather preferences, economic conditions, and cultural influences from customers
Collect the data of new arraivals into the market.	Show the detailed information of features of a car.

Amarnath

Show the specifications of a car through different technologies like 3D etc.	Maintain the collected data securable.
Establish a system for continuous monitoring of the model's performance in the real world.	Include external factors such as economic indicators,fuel prices and interest rates.

Hari Krishna

Explore clustering techniques to segment customers based on their buying behavior.	Implement updates based on new data or changing trends in car purchases.
Create an user interface where users can input their details of different models.	Encode categorical variables and normalize numerical features.

Step-3: Group Ideas

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 and 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.

Implement time series analysis to predict market trends and fluctuations in car purchases.

Include features that predict the maintenance needs of a car based on historical data.

Incorporate sentiment analysis of social media data to gauge public opinion on car models or brands.

Implelment customer segmentation may useful to first-time buyers,luxury car enthusiasts.

Step-4: 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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Implement customer segmentation to tailor predictions to different user groups.

Gather preferences, economic conditions, and cultural influences from customers

Collaborate with industry experts, car dealerships, or market analysts.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)