

## **Ideation Phase**

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

Date	19 September 2022
Team ID	PNT2022TMID08260
Project Name	Project – Vehicle damage assessment and cost estimator for insurance companies.
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://app.mural.co/invitation/mural/pnt2022tmid082606271/1662703601662?sender=u8d2946f0f3e2dab838400128&key=f750d126-e4b4-4495-a482-d77c9d0b4b59>

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



## 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



#### Team gathering

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



#### Set the goal

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



#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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### 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

#### PROBLEM

Tom is person who buy a new car and met with an accident, he wants to claim his insurance for that damage.

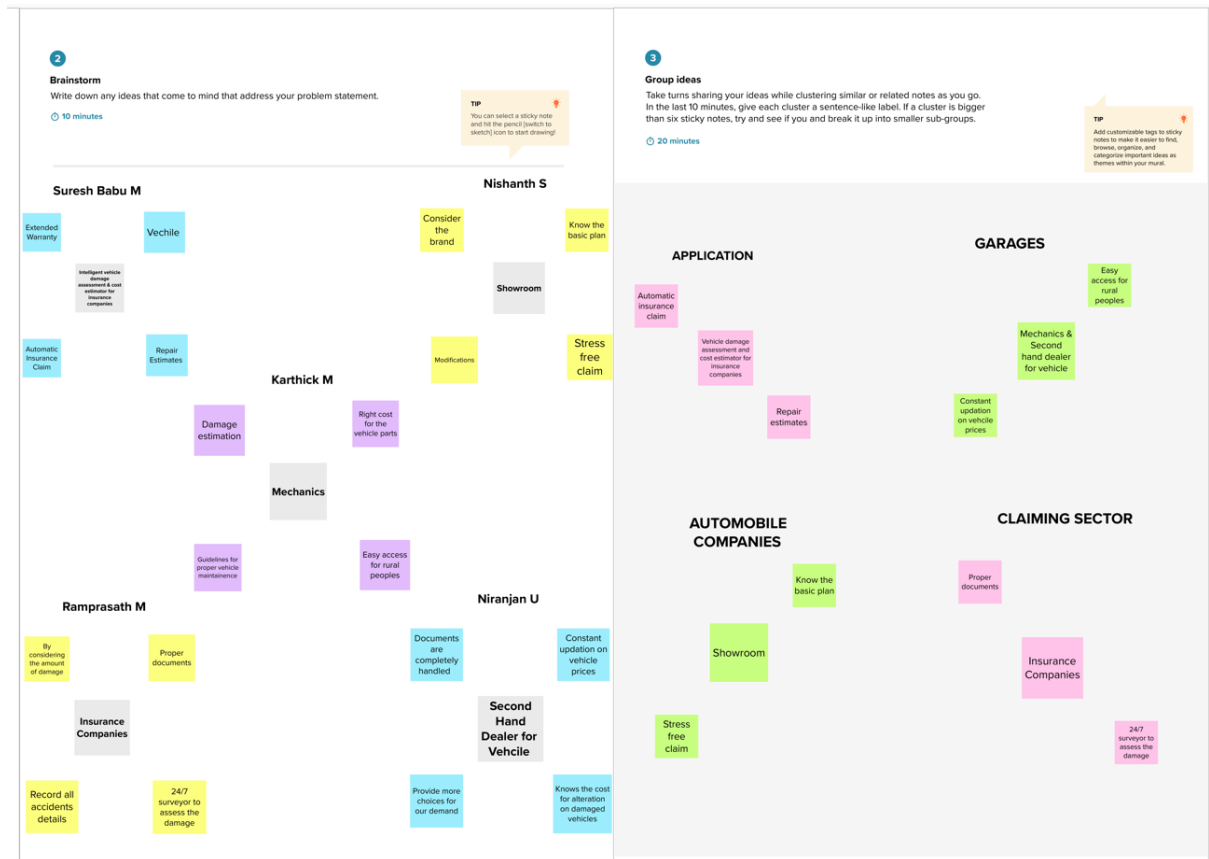


#### Key rules of brainstorming

To run an 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



## Step-3: Idea Prioritization

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## 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 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.

