

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	17 September 2022
Team ID	IBM-Project-13398-1659517907
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.

### 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

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**Before you collaborate**

A little bit of preparation goes a long way when it's said or more's what you need to do to get going.

⌚ 10 minutes

- Team gathering  
Gather who is to participate in the session and set on a focus. Share ideas with others and get ready to start.
- Set the goal  
Think about the goal of the session. What do you want to achieve in the session?
- Learn how to use the facilitation tools  
Use the Facilitation & Response tool. Check out the video and practice on screen.

[Open video](#)

**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

How might we provide the best resale value and other attributes for the sellers as well as the buyers for an used car?

Key rules of brainstorming

Be creative and think out of the box.

Be specific. Think about the details.

Be realistic. Think about the constraints.

Be feasible. Think about the possibilities.

**Brainstorm**

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

⌚ 10 minutes

**Jaivant**

Data Collection	Verification of Data Source	Car Condition Assessment
Brand Recognition	Testing the user Application	Testing on different locations

**Baloji**

Processing the data	Currently in demand vehicles?	UI Development
Overcoming Outlets	Searches based on filters	Collecting feedbacks

**Mukunth Vaibhav**

Accuracy of the predicted value	Predict the resale value of vehicles based on the user's input	Consideration of Market shift due to electric vehicles
Comparative Study on Various models to predict	Alternative parts installed?	Consideration of Depreciation of Value

**Kalki**

Profit: Privacy	Analysis of data/DAG	Profile Verification
Insurance details of the car	Life Expectancy of the Vehicle	User Interactable UI

**Need some inspiration?**

Check out the inspiration board for the project.

[Open inspiration](#)



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## Step-2: Grouping

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### 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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### Group 1: Customer Interaction

Profile Creation	Comparison platform to compare car prices.	User Feedback for System Improvement
Customer Able to Update information of the vehicle	Filter Options Based on User Preference	Beta Testing by the User for Improvement of Application

### Group 2: Application Features

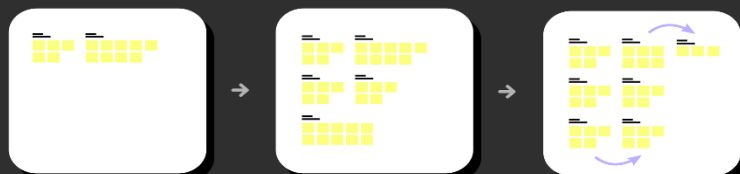
Consideration of Market shift due to electric vehicles.	Currently in-demand vehicle?	Consideration of Depreciation of Value
Comparison with other listings	Various algorithms to accurately predict.	Life Expectancy of the Vehicle

### Group 3: Legal Information

Accident History	Vehicle Fitness	Vehicle Safety Report
Pollution Under Control Certificate	Owner Details	Insurance details of the car

### Group 4: Vehicle Performance

Mileage	Comfort	Service History
Brand Recognition	Aftermarket parts installed?	Problems in Car.



## 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



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## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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