

Ideation Phase Brainstorm & Idea Prioritization Template

Date	17 September 2022
Team ID	PNT2022TMID29716
Project Name	Intelligent Vehicle Damage Assessment & 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://www.mural.co/templates/empathy-map-canvas>

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

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➕

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

A

Team gathering

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

B

Set the goal

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

C

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

PROBLEM

Manual approval processes are often time-consuming and require a significant amount of staff to be trained to handle a variety of claims.

Key rules of brainstorming

To run a 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

2

Brainstorm

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

🕒 10 minutes

Mahalakshmi B

Automation

Cross verification

Onsite analysis

Categorization of reasons

Past data analysis of clients

fixing CCTV cameras

Sri Vardhani V

Claims based on centralised and Decentralised areas

Continuously upgrading the claiming process

Digital Insurance

Use of AI tools

Analysing damage report

Validation of reasons

Mohankumar R.

Omni-channel mail box

Cost under control

ML Techniques

Digitization of Datasets

Discussion with the manufacture of vehicles

Deployment of technique used in Amazon Go

Mugesh M

Invest on employees and talents

AI help desk software

Implementation of New softwares such as BPM or ERP

Investigate with the COPS

Regular monitoring clients by conversation

Scanning for same damage and claims in pervious client cases.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Category 1: Automation

Automation

Use of AI tools

AI help desk software

Deployment of technique used in Amazon Go

ML Techniques

Implementation of New softwares such as BPM or ERP

Omni-channel mail box

Digital Insurance

Category 2: Cross-verification

Investigate with the COPS

Discussion with the manufacture of vehicles

Validation of reasons

Cross verification

category 3: Analysis of Data

Past data analysis of clients

Regular monitoring clients by conversation

Analysing damage report

Scanning for same damage and claims in pervious client cases.

Claims based on centralised and Decentralised areas

Categorization of reasons

Digitization of Datasets

Category 4: Upgradation

Continuously upgrading the claiming process

Onsite analysis

fixing CCTV cameras

Invest on employees and talents

Step-3: 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

