

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32654
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

#### 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 with this session. Here's what you need to do to get going.

🕒 10 minutes

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➔

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or groundwork 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

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PROBLEM

How to predict the Car Resale Value?

2

#### Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay on topic.
- 💡 Encourage wild ideas.
- 👂 Defer judgement.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

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

10 minutes

TIP

You can select a sticky note and hit the pencil (or click to edit) to quickly move to your drawing!

#### BRACKENHURST M P

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### 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.

30 minutes

TIP

Quick customer stories help to identify needs by making it easier to find, organize, compare, and contrast ideas as they're added to your board.



### 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

