Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25 October 2022
Team ID	PNT2022TMID35029
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

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

KEERTHIKA

Performance	safety	Maintenance
Don't trust dealers	Fuel consumption	Explores sites and looks at all cars in budget
Good mileage	Flexibility in driving	Efficiency

DESIKA

Good infrastructure	Depriciation	Reasonable price
Warranty	Buys a car that meets our needs	wants to be futuristic
Cargo capacities	Always available Accessories	Consults with trusted individuals

JEEVITHA

PERFORMANCE 1.Economy 2.Torque 3.Speed	INTERIOR 1.Equipment 2.Seats	Research more specifically about price
Trade-in value and retail price	EXTERIOR 1.Colour 2.Wheels 3.Doors	Comfortable for use
Use patterns	Gear type,odometer	Accident history

NIRANJAN

Brand	In-demand	Economic conditions
Kilometers covered	Car condition	Timing
Well kept	The origin of the car	Automatic aircorn

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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 and break it up into smaller sub-groups.

🕐 20 minutes

BASED ON SAFETY

Flexibility in driving	Consult with trusted individuals
Don't trust individuals	Buys a car that meets our needs

BASED ON PERFORMANCE

Fuel consumption	Good mileage
Wants to be futuristic	Automatic aircon

Based on price

Exlores sites and looks at cars in budget	Research more specifically about price

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

Importance

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

Wants to be futuristic

Good Mileage

Don't trust Dealers

Consult with trusted individuals

Explores site and look at all cars in budget

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.

Feasibility

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