


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	8 September 2022
Team ID	PNT2022TMID15449
Project Name	Machine Learning Based Vehicle Performance Analyzer
Maximum Marks	4 Marks




Brainstorm & Idea Prioritization Template:


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

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.

[Open article](#) →

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


How might we [your problem statement]?





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

TIP
You can sort a sticky note with the pencil (switch to sketch) icon to start drawing!

Jerome Edwin J

categories
the vechile

mileage per
liter of feul

Fuel
consumption

It
recommends
to user

Performance
is assessed
based on
specification

userfriendly

performance
identification

guanrentee,
waranty and
customer
support

Karthikeyan s

Kishore S

evaluate
features of
vechile

type of feul
consumption

helps pepole
to identify

Avoid the
loss for
buyer

Select the
most
important
feature

pickup of the
vehicle

safety
standards

Quality
vechile for
the
investment

Biratheep S

3

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
Ask customers to help to group notes to make it easier to find. Group similar and related notes on larger and bigger as it helps with your future.

Performance
is calculated
on scale 1 to
3

Avoid low
performing
vehicle

Help people
to find
desired
vehicle

Train model
on existing
data

Avoid loss
for the Buyer

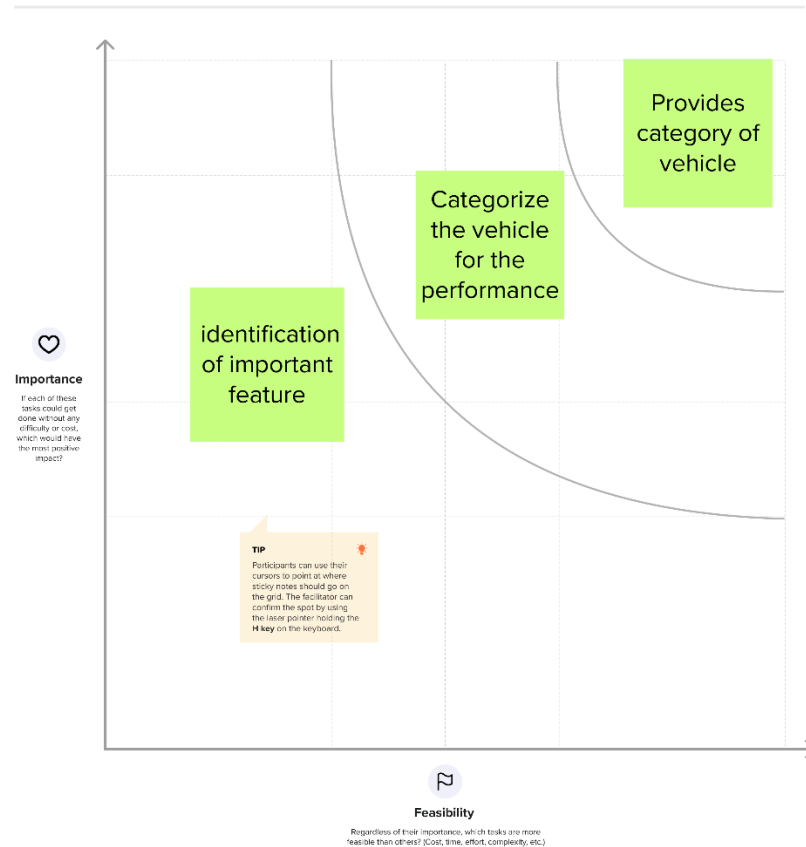
Step 3: Idea Prioritization

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



→

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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