

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	17 September 2022
Team ID	PNT2022TMID40127
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

- 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 Facilitator 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

User needs a way to buy recommended used cars on online through all the used cars available in the platform so that they can save time on surfing through the internet and different platforms!

##### Key rules of brainstorming

To run a smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgement
- 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 cluster sticky notes and fix the position of sticky notes to support ideas to start drawing.

### 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

**Tip**

Ask a volunteer to go to sticky notes to make it easier to fix, move, rotate, and compare and place it in a new position with your input.

#### Ajith

Fix the Price of the car

Number of seat features

Color type

Engine type

Car break system

List the car company

Number of year used car

Fix the Price of the car user want to buy

Check storage of the car

Manual or auto drive

Pickup Car type

Air bag system

#### Jothi Mrgan

Number of year used car

Fix the Price of the car user want to buy

Check storage of the car

Manual or auto drive

Pickup Car type

Air bag system

#### Rahul

Car Condition

Car Color

Engine condition

Best Car Company

Nearest of Motors

Mileage and Condition

#### Naravarma

Accident History

Car Condition

Warranty and Mileage

Nearest Car Company

Car Model

How Many Previous Owners Is Too Many

#### Car Selection

List the car company

Fix the Price of the car user want to buy

#### Checking Conditions

Engine condition

Car Condition

#### Car Details

How Many Previous Owners Is Too Many

Car Insurance

#### Car Appearance

Car Color

Options and Add-ons

#### Car Features

Manual or auto drive

Air bag System

#### Car History

Accident History

Number of year used car

### 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

**TIP**

Participants can use their fingers to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the sticky note and holding the W key on the keyboard.

