

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |                                       |
|---------------|---------------------------------------|
| Date          | 17 September 2022                     |
| Team ID       | PNT2022TMID40130                      |
| 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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**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**

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.

👉 Defer judgment.

👉 Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.

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

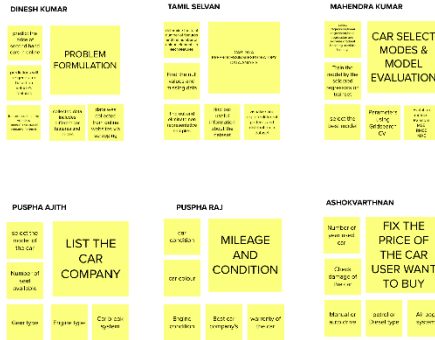
2

### Brainstorm

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

10 minutes

**TIP**  
You only submit a sticky note and link to your group's solution. (Don't forget to add drawings!)



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

#### CAR FEATURES

Features: engine, body, color, etc.

#### CAR HISTORY

History: year, make, model, etc.

#### CAR MODELS

Models: sedan, SUV, truck, etc.

#### CAR APPEARANCE

Appearance: color, size, shape, etc.

#### CHECKING CONDITIONS

Conditions: fuel, oil, tires, etc.

#### AUTHORIZED SITES

Sites: car dealerships, etc.

**TIP**  
Ask customers to help to clarify notes to make them more clear. Break down complex and merge or important ideas as they go within your group.

## Step-3: Idea Prioritization

1

### 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

