

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32910
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

 **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.

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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

How might we [your problem statement]?

Key rules of brainstorming
To run an 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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

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	Depreciation	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.Time 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 aircon

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

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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

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

