# Ideation Phase Brainstorm & Idea Prioritization Template

Date	23 September 2022
Team ID	PNT2022TMID19362
Project Name	Project – Car Resale Value Prediction
Maximum Marks	4 Marks

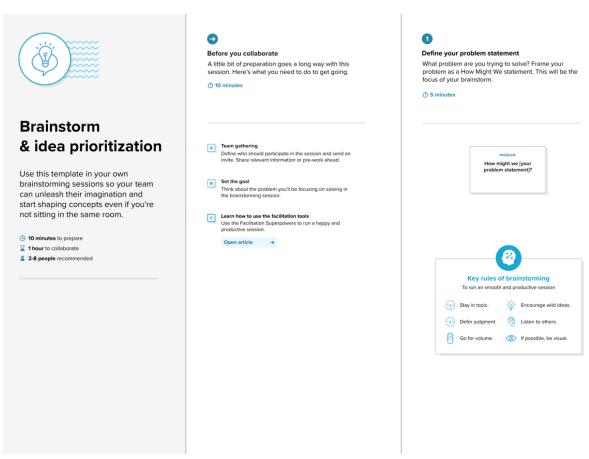
### **Brainstorm & Idea Prioritization Template:**

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



#### **Brainstorm**

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

10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

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

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

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

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



## **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.

① 20 minutes



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

# **Step-3: Idea Prioritization**

