

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID21557
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

Template



Brainstorm & idea prioritization

Car Resale Value Prediction

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Team ID:
9177191T094 - Sidharth G
9177191T001 - Abijeeth Vasra T R
9177191T011 - Arun Kalyan M
9177191T044 - Kanishmlithran J
9177191T024 - Dinesh R R

Share template feedback

➕

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

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

1

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools

Use the Facilitation Subguides to run a happy and productive session.

Open article →

How might we predict the resale value of the car?

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.

Need some inspiration?

Open inspiration

Open example →

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 click on the 'x' icon to delete it. You can also click on the 'x' icon to delete the entire board.

Sidharth G

Check if the car has proper insurance

Check car's service, accident history

Check the physical conditions of the car

Inspecting the condition of Engine

Use Machine Learning to predict the car's resale value

Reduce car's price with deterioration in each condition

Use data analytical techniques to predict the resale value

Analys the total run and mileage of the car

Kanishmithran J

Check for the proper cost calculation estimates

Analyze the pre-ownership of the Vehicles

Analyzing the total kilometers run of the vehicle

Searching car based on fuel type

Consider commercial values of the Vehicles

Efficiency of the vehicles must be pre checked.

Proper Maintenance of Vehicle Service Records

Investigating the release year of the Vehicle.

Dinesh R R

Get parameters from car resale websites

Checking the interiors and AC

Checking vehicle's current market value

Analys the condition of tyres

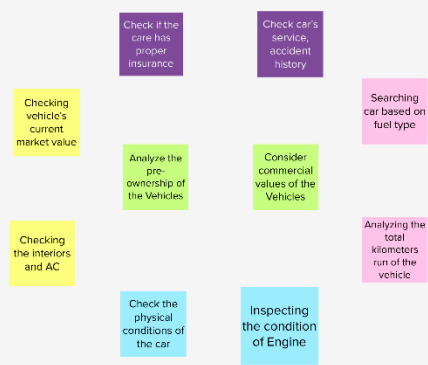
Abijeeth Vasra T R

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



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 →](#)

[Share template feedback](#)

