

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	17 September 2022
Team ID	PNT2022TMID32724
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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Frame about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitator Superpowers to run a happy and productive session.  
[Open article](#) →



### 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 judgment
- 👂 Listen to others
- 🗣️ Go for volume
- 👁️ If possible, be visual

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

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**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
10 minutes

Tip

You can select 7 sticky notes and fill the perils (bullet points) with them. You're not done yet!

N V M S CHETAN  
CHEBROLU

Search the price of the car

List the car company

Number of used vehicles

Cost type

ENGINE TYPE

Car break system

DASARI VINEEL

Number of previous cars

Fix the Price of the car user want to buy

Check the engine type of car

Mileage or fuel efficiency

Popular brand type

Air bag system

MUKESH  
KUMAR

Car Condition

Mileage and Condition

Car Color

Engine condition

Best Car Condition

Number of the car

KUMAR M

Previous Mileage

How Many Previous Owners Is Too Many

Car Condition

Number of the car

Number of the car

Car Condition

Car Condition

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**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

Add a sentence-like label to every cluster to help you remember it. It's better to have a label that is too long than no label at all.

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

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**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.

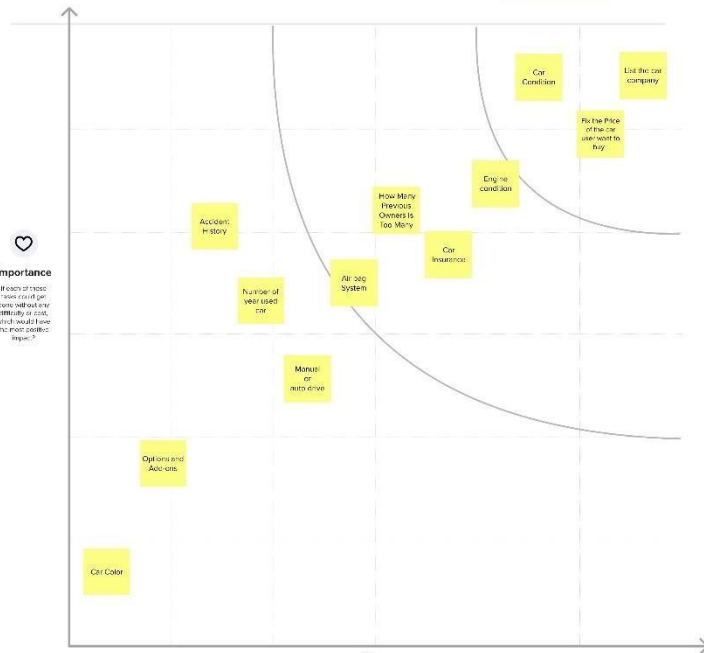
20 minutes

**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 A key on the keyboard.

**Importance**

If each of these ideas could get some help and may ultimately be used, which would have the most positive impact?



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**Feasibility**

Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)