

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	30 October 2022
Team ID	PNT2022TMID14153
Project Name	Intelligent Vehicle Damage Assessment and Cost Estimator For Insurance Companies
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.


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 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

Template

Get feedback on an idea

Asking for constructive criticism can be challenging. This format provides enough structure to make asking for feedback—and giving it—totally painless.

- 30 minutes to prepare
- 1 hour to collaborate
- 3-4 people recommended

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1

Before you collaborate

This preparation time can be faster or slower depending on what you plan to share and how ready it is to present.

30 minutes

1

Add your ideas to the mural

When you plan to share an idea, add it to the mural, post it to a forum where it can be added from the members, to get feedback on a whiteboard, export the ideas as images and input the images into this mural.

1

Read what you want to say

Use the simple structure shown in Step 1 to guide your presentation. Explain the problem you want to solve, how you intend to solve it, and ask for clarifying questions.

1

Write collaboratively

Changes anyone wants might be affected by what you have in mind. In other words, there might be helpful advice, expertise about it. Consider inviting feedback on members, expert contributors, company knowledge, etc. You could even make this a challenge: get three feedbacks from contributors or users of your product or service.

1

Present the idea

Explain the problem you intend to solve, then share ideas for solving it. Ask for clarifying questions before moving on. Keep your presentation short so that there is plenty of time for feedback.

10 minutes

2

Get feedback

Have each person identify and individually write feedback. After 10 minutes, have people share what they wrote. As comments are shared, consider dragging sticky notes near a relevant part of what you presented.

30 minutes

FIREVEX X

K.A.ROCHKA

LUM.PHANTHA

SEARCHES

3

After you collaborate

Discussing "why" and "how" is often enough to get unstuck, but there are more ways to build momentum.

Quick add-ons

1

Make or reuse the attitude of the project

Draw your original project description and what's most appreciated. Reuse that project description to challenge one of the "why" or "how" of your focus interest, or narrow your focus for the project to solve one piece of "how".

1

Eliminate or defer some of the "how"

Although all of the "why" problems have been addressed on the project, you don't need to do all of the "how". Consider prioritizing some so that they don't become a distraction.

Keep moving forward

1

Use this opportunity to influence a current problem-solving task or to plan the next project.

Open the template →

1

Prioritize ideas, goals, or projects

Choose the most promising idea for "how" and create them using a structured prioritization activity.

Open the template →

1

Frame a problem to make bold ideas

If your "how" are more tentative, a view of the "why" into potential questions to open new ideas.

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More template feedback

Step-3: Idea Prioritization

Template

Idea prioritization

Use this framework to rank ideas based on their feasibility and impact to visually compare the merits of multiple ideas. Deliver a set of ideas that your team wants to try out, and identify which of them need to be prioritized.

[Share template feedback](#)

2

Collect your ideas in one place

Jot down different ideas your team is interested in trying out. These could be different solutions, or different approaches to the same solution. As a team, go through the ideas in the Idea bank one by one and place them on the grid. Take the time to discuss each idea and come to a consensus on where it should go.

Idea bank

The Idea bank contains three ideas, each with a yellow sticky note and a box indicating its impact and feasibility:

- Cost to the customer of a repair versus the cost of the repair** (High impact, Medium feasibility)
- The insurance company's willingness to pay for repairs on damaged vehicles** (Medium impact, Medium feasibility)
- Getting best customer service by the cost** (Low impact, Low feasibility)

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

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

The matrix shows four quadrants with two curved lines separating them. Ideas are placed on the grid as follows:

- High Importance, Low Feasibility:** "Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies" (Purple sticky note).
- High Importance, Medium Feasibility:** "Cost to the owner of damage to the vehicle" (Yellow sticky note).
- Medium Importance, Medium Feasibility:** "Approval of the Insurance Policy Company" (Yellow sticky note).
- Low Importance, Low Feasibility:** "Getting best customer service by the cost" (Yellow sticky note).
- Low Importance, Medium Feasibility:** "Being best serviceable customer" (Yellow sticky note).

TIP

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