


Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID38409
Project Name	Project – Car Resale Value Prediction
Maximum Marks	4 Marks

Step- 1: Team Gathering , Collaboration and Select The Problem Statement

Template



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

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

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.

Open article ➔

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

2

Brainstorm

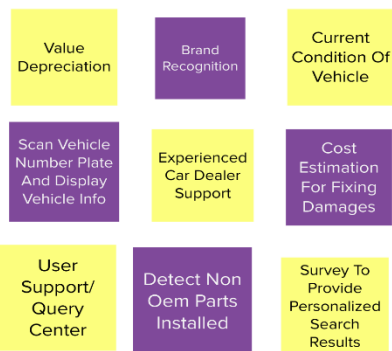
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

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

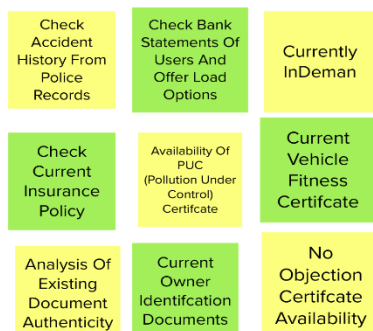
Bharathi



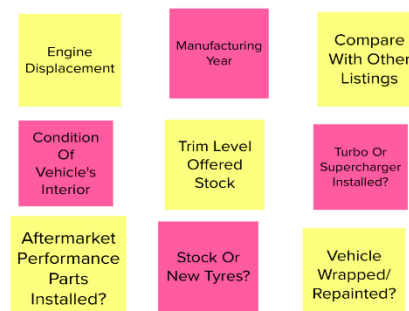
pavithra



Pavithra



Shobana



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

Group 1: Customer Interaction

Filter Options
Based On
User
Preference

Call Support
To Get
General
Quote

Call Support
To Get
General
Quote

Experienced
Car Dealer
Support

User
Support/
Query
Center

Survey To
Provide
Personalized
Search
Results

Group 2: Feature Ideas

Scan Vehicle
Number Plate
And Display
Vehicle Info

Scan Vehicle
Number Plate
And Display
Vehicle Info

Detect Non
Oem Parts
Installed

Compare
With Other
Listings

Integrating AI
Algorithms To
Improve
Search Results

Integrating AI
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TIP

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

Group 3: Vehicle Performance..

Engine
Displacement

Trim Level
Offered
Stock

Turbo Or
Supercharger
Installed?

Stock Or
New Tyres?

Aftermarket
Performance
Parts
Installed?

Vehicle
Wrapped/
Repainted?

Group 4: Legal Information

Check
Accident
History From
Police
Records

Check
Current
Insurance
Policy

Current
Vehicle
Fitness
Certificate

Current
Owner
Identification
Documents

Availability Of
PUC
(Pollution Under
Control)
Certificate

No
Objection
Certificate
Availability

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

