

## Ideation Phase

### Brainstorm & Idea Prioritization Template


|               |  |
|---------------|--|
| Date          | 30 October 2022  |
| Team ID       | PNT2022TMID25815   |
| 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

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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

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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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### 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 present, it's not always 100% clear if it's ready, just if it's a format where it can be accepted. Use the feedback on what you plan to share and how ready it is to present.

#### 2. How often you want to stay

Use the template structure shown in Step 1 to guide your presentation. Consider the presenter you intend to share, how you intend to solve it, and ask for clarifying questions.

#### 3. Write collaboration

Choose people you might be affected by what you have presented. Consider the presenter you intend to share, how you intend to solve it, and ask for clarifying questions. Consider the presenter you intend to share, how you intend to solve it, and ask for clarifying questions.

2

### 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.

🕒 15 minutes

**TIP**

Share your idea clearly and concisely. To make sure you're clear, ask for clarifying questions.

3

### Get feedback

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

🕒 30 minutes

FRANKIE X

K. CAROLINA

V. M. PRUTHI

SEARCHED

4

### 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 lose the attitude of the project

Even if you're not a project manager, you can start appreciating the project. Make the project more challenging and the "why" as your focus. Consider the project as the "why" and the project as the "how".

##### 2. Estimate or define some of the "how"

Although all of the "why" probably have some influence on the project, you can't find it all of the "how". Consider the project as the "why" and the project as the "how".

#### Keep moving forward

Use this expectation to influence a relevant project. Consider the project as the "why" and the project as the "how".

[Open the template](#)

Practice ideas, goals, or projects.

Choose the most promising "to do" "how" and write. Think using a structured process to solve.

[Open the template](#)

Frame a problem to make bold ideas.

If you "how" are more, consider a how of the "why". If you "how" are more, consider a how of the "why".

[Open the template](#)

[Share 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.

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### 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**

- High** (Impact) / **High** (Cost): Cost to the company of having a vehicle accident. **High**
- Medium** (Impact) / **Medium** (Cost): The insurance company's interest in having a vehicle accident. **Medium**
- Low** (Impact) / **Low** (Cost): Getting lost customer service by the company. **Low**

**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.)

**Ideas on the grid:**

- High Importance, High Feasibility:** Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies.
- High Importance, Medium Feasibility:** Cost to the company of having a vehicle accident.
- Medium Importance, Medium Feasibility:** Approval of the Insurance Company.
- Low Importance, Low Feasibility:** Getting lost customer service by the company.

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