

## **Ideation and Brainstorming**

Brainstorming provides a free and open environment that encourages Everyone within a team 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.

- 40 minutes to complete
- 3 users to collaborate
- 3-5 people recommended

[View complete feedback](#)

#### Before you collaborate

A little bit of preparation goes a long way! Get your team on the same page, discuss objectives, and set your mood.

- Team gathering**  
Pick a place where everyone is comfortable and can be heard. Make sure everyone is on the same page.
- Get the goal**  
Think about the problem you're looking to solve (or the opportunity you're looking for).
- Learn how to use the facilitator tools**  
See the Facilitator's Guide to get a better understanding of the tools and how to use them.

[View video](#)

#### 1 Define your problem statement

What problem are you trying to solve? Frame your problem in a clear, brief statement. You will use the focus of your brainstorm.

**Problem:**

How might we get good school cars?

#### 2 Key rules of brainstorming

Be open to all ideas and possibilities.

- Don't judge
- Quantity over quality
- Build on others' ideas
- Encourage wild ideas
- Stay focused on the problem
- One idea at a time

## Step-2: Brainstorm

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!

Person 1	Person 2	Person 3	Person 4
<div>Analysing the car by using image</div> <div>By the image we can look for scratches on the car</div> <div>By the image we can look for dents on the car</div>	<div>The car prediction using documents</div> <div>Insurance of the car</div> <div>Year of the model</div>	<div>Condition of the car using environmental related network</div> <div>Value predicted using engine condition</div> <div>Engine sound can be recorded and captured to make life</div>	<div>The video of the car can be uploaded</div> <div>The interior and exterior can be seen clearly</div> <div>Condition of the wheels can be predicted</div>
<div>The image shows the color of the car</div> <div></div> <div></div>	<div>Fuel consumption rate should be monitored</div> <div></div> <div></div>	<div>Engine condition is evaluated from this audio</div> <div>Any other issue in performance is predicted</div> <div></div>	<div>Total distance driven should be monitored</div> <div></div> <div></div>
<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>

