Ideation phase
Brain Storm & Idea Prioritization

Brainstorm
& idea prioritization

Car Resale Value Prediction

10 minutes to prepare

1 hour to collaborate

4 people

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

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 an smooth and productive session

Stay in topic.   Encourage wild ideas.

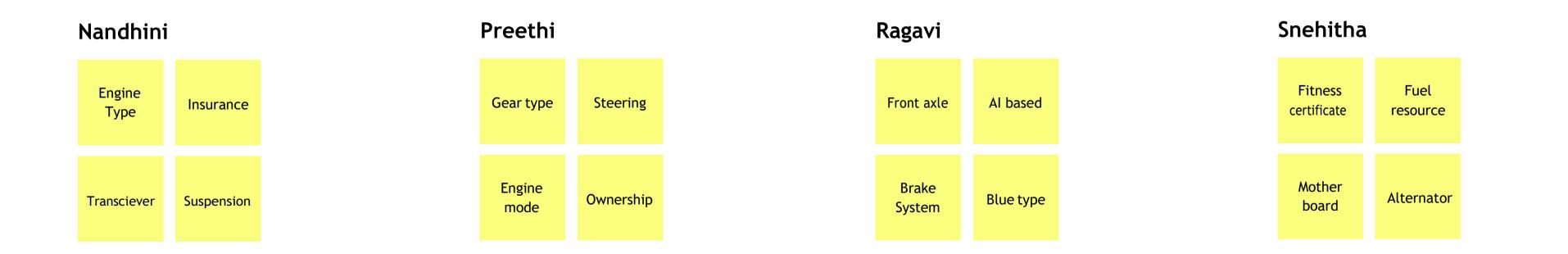Defer judgment.   Listen to others.

Brainstorm

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

10 minutes

Nandhini

Engine Type	Insurance
Transciever	Suspension

Preethi

Gear type	Steering
Engine mode	Ownership

Ragavi

Front axle	AI based
Brake System	Blue type

Snehitha

Fitness certificate	Fuel resource
Mother board	Alternator

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

Based on safety

Flexibility in driving

Consult with trusted individuals

Don't trust individuals

Buy a car that meets our needs.

Based on price

Explores sites and looks at cars in budget.

Research more specially about price.

Based on performance

Fuel consumpsion

Good mileage

Wants to be futuristic

Automatic Aircon

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

❤️

Importance

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

Good mileage

Wants to be futuristic

Don't trust dealers

Consult with trusted individuals

Explore site and look at all cars in budget.

🚩

Feasibility

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