Ideation phase

Brain Storm & Idea Prioritization

**Brainstorm**

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

**& 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

###### Team gathering

Define who should participate in the session and send an

invite. Share relevant information or pre-work ahead.

###### Set the goal

Think about the problem you'll be focusing on solving in

the brainstorming session.

###### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

productive session.

###### [Open article](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

**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]?**

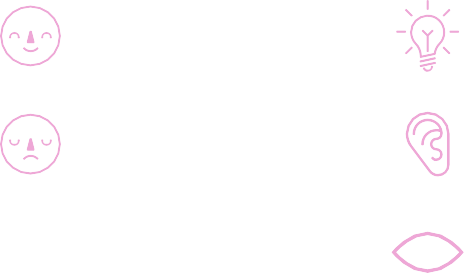
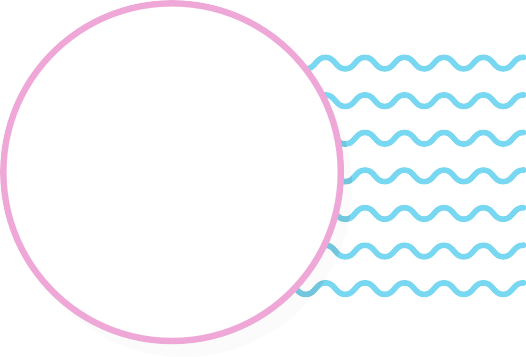
**Key rules of brainstorming**

To run an smooth and productive session

Stay in topic. Defer judgment.

Encourage wild ideas. Listen to others.

Go for volume. If possible, be visual.



**Template**

**2**

**Brainstorm**

**TIP**

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

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

**10 minutes**

**Nandhini Preethi Ragavi Snehitha**

Engine Type

Insurance

Gear type

Steering

Front axle

AI based

Fitness certificate

Fuel resource

Transciever

Suspension

Engine mode

Ownership

Brake System

Blue type

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 Based on price Based on performance

Flexibility in driving

Explores sites and looks at cars in budget.

Fuel consumpsion

Consult with trusted individuals

Research more specially about price.

Good mileage

Don't trust individuals

Wants to be futuristic

Buy a car that meets our needs.

Automatic Aircon

## 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**

Good mileage

Wants to be futuristic

Don't trust dealers

## Importance

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

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.)