

IDEATION PHASE

Brainstorm & Idea Prioritization Template

Project Name	Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies
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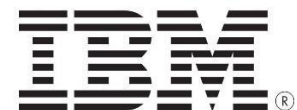
PROBLEM STATEMENT:

- Major problem faced by the consumer on an insurance company is not having the idea about the cost of Damage.
- Insurance companies are failing to provide the right amount for the car damage and the customer is not able to claim for the damage.
- Developing the solution that can able to identify the right cost for the damage would be beneficial for many companies.

1. Define your problem statement

What problem are you trying to solve? Frame your problem as a How might we Statement. This will be focus on your BRAINSTROM.

 5 minutes



PROBLEM

Major problem faced by customer on insurance companies is not having the idea about the cost of the damage



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



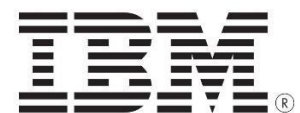
Listen to others.



Go for volume.



If possible, be visual.

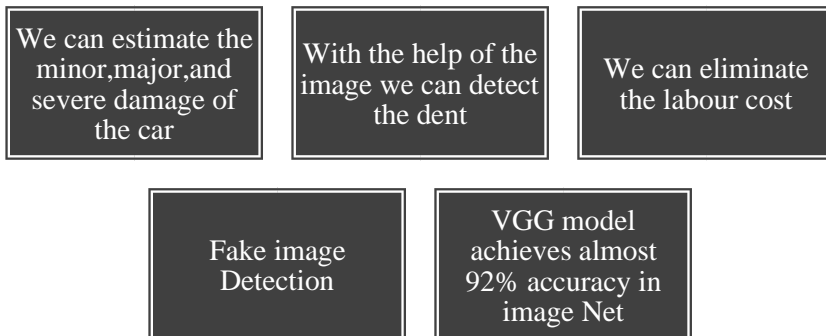


2. Brainstorm

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

 5 minutes

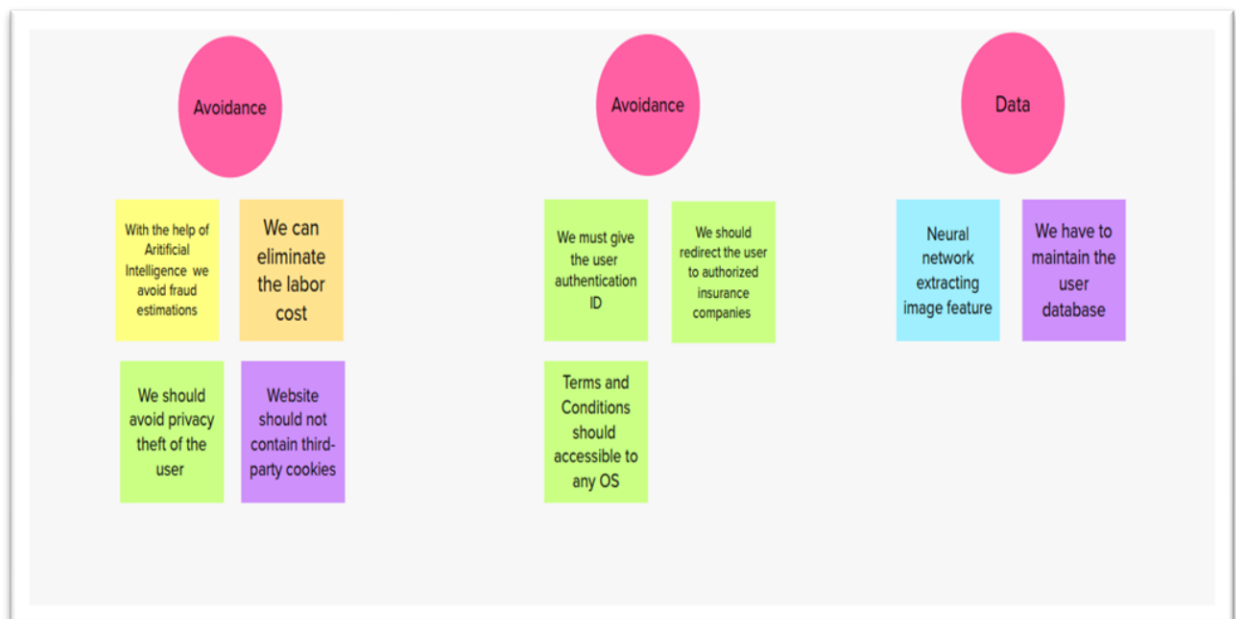
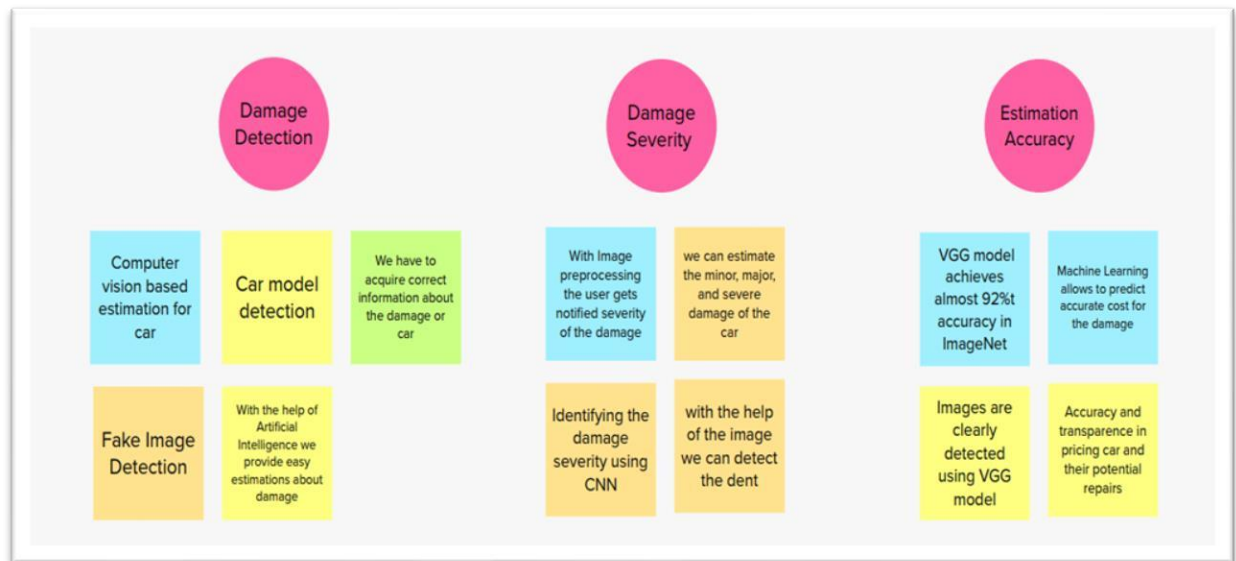
TEAM

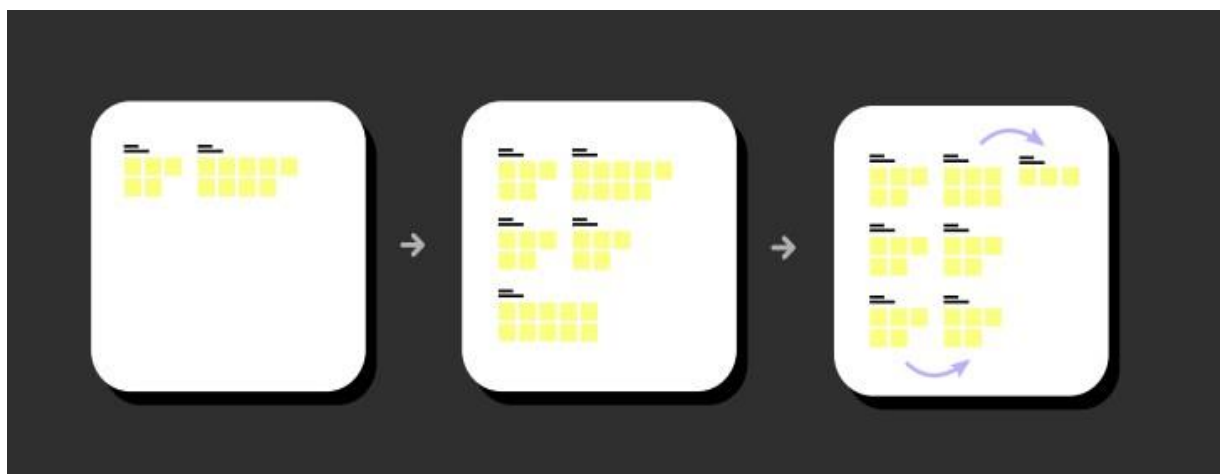
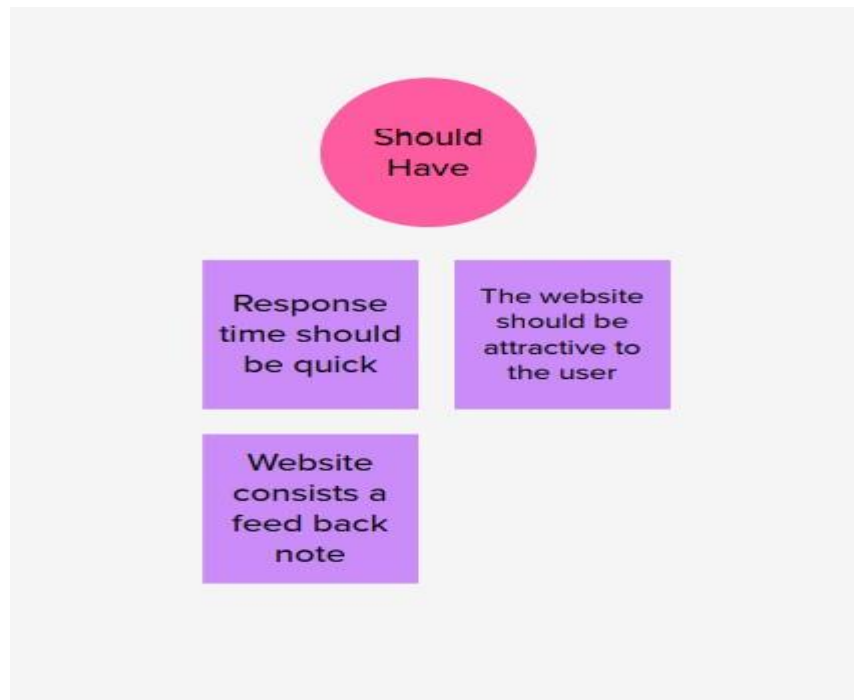


3.Group Ideas

Take turns sharing your ideas while clustering similar or related note as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than eight sticky notes, try and see if you break it up into smaller sub-groups.

🕒 20 minutes





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

