

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID38517
Project Name	Project-Car Resale Value Prediction
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

#### 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.

Open article ➔

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#### 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 an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

#### YUVASRI E

Performance	Safety	maintenance
Don't trust dealers	Fuel Consumption	Explore sites and looks at all cars in budget
Good mileage	Flexibility in driving	Efficiency

#### SUBHALAKHMI S

Good infrastructure	Depreciation	Reasonable price
Warranty	Buys a car that meets our needs	Wants to be funstic
Cargo capicities	Always available accessories	Consults with trusted individuals

#### SEETHA J

Performance 1.Economy 2.Torque 3.Speed	Interior 1.Equpments 2.Seats	Research more specifically about price
Trade-in value and retail price	Exterior 1.Color 2.Wheels 3.Doors	Comfortable for use
Use patterns	Gear type	Accident history

#### PARVATHI V

Brand	In-Demand	Economic conditions
Kilometers covered	Car condition	Timing
Well-kept	The origin of the car	Automativ aircorn

2

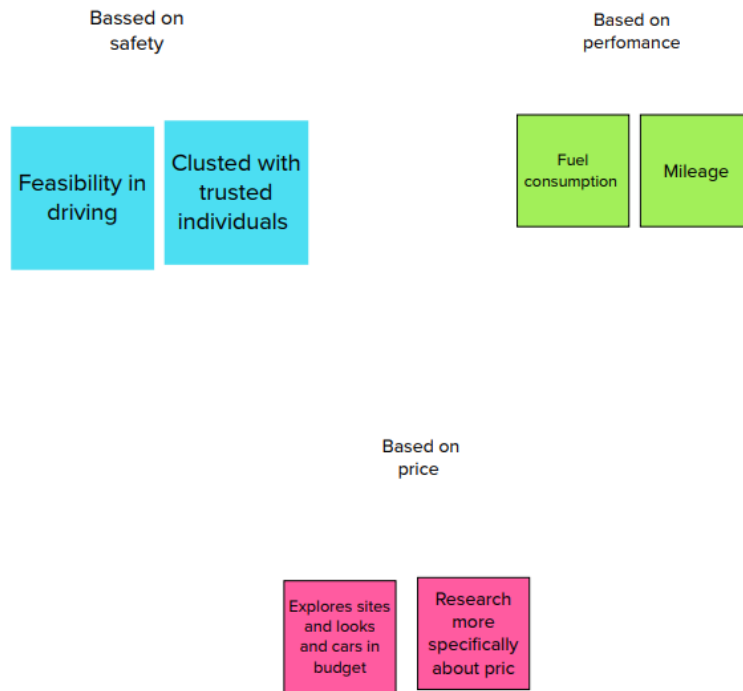
## Group ideas

Take turns sharing your ideas while clustering similar or related notes

### TIP

You can use the **Voting session** tool above to focus on the strongest ideas.

🕒 15 minutes



## Step-3: Idea Prioritization

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## 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.

🕒 5 minutes

