

Ideation Phase

Brainstorm & Idea Prioritization Template

| | |
|--------------|---------------------------------------|
| Team ID | PNT2022TMID42107 |
| Project Name | Project – Car Resale Value Prediction |
| College Name | AVS College of Tchnology |


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

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.

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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 a 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

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!

DINESH

| | | |
|---------------------|------------------------|--|
| Performance | safety | Maintenance |
| Don't trust dealers | Fuel consumption | Explores sites and looks at all cars in budget |
| Good mileage | Flexibility in driving | Efficiency |

SAKTHI

| | | |
|---------------------|---------------------------------|-----------------------------------|
| Good infrastructure | Depreciation | Reasonable price |
| Warranty | Buys a car that meets our needs | wants to be futuristic |
| Cargo capacities | Always available Accessories | Consults with trusted individuals |

VENUARAVIND

| | | |
|---|---|--|
| PERFORMANCE 1.Economy 2.Torque 3.Speed | INTERIOR 1.Equipment 2.Seats | Research more specifically about price |
| Trade-in value and retail price | EXTERIOR 1.Colour 2.Wheels 3.Doors | Comfortable for use |
| Use patterns | Gear type,odometer | Accident history |

NAVEENRAJ

| | | |
|--------------------|-----------------------|---------------------|
| Brand | In-demand | Economic conditions |
| Kilometers covered | Car condition | Timing |
| Well kept | The origin of the car | Automatic aircon |

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

BASED ON SAFETY

| | |
|-------------------------|----------------------------------|
| Flexibility in driving | Consult with trusted individuals |
| Don't trust individuals | Buys a car that meets our needs |

BASED ON PERFORMANCE

| | |
|------------------------|------------------|
| Fuel consumption | Good mileage |
| Wants to be futuristic | Automatic aircon |

Based on price

| | |
|--|--|
| Explores sites and looks at cars in budget | Research more specifically about price |
|--|--|

Step-3: Idea Prioritization

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

