

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	12 SEPTEMBER 2022
Team ID	PNT2022TMID25017
Project Name	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

The screenshot displays a digital workspace for a brainstorming session. On the left, a sidebar titled 'Brainstorm & Idea Prioritization' includes a lightbulb icon and instructions: '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.' It also lists preparation time (10 minutes), collaboration time (1 hour), and recommended participants (2-8 people). The main workspace is divided into three panels. The first panel, 'Before you collaborate', lists three steps: A. Team gathering (Define who should participate and send an invite), B. Set the goal (Think about the problem you'll be focusing on), and C. Learn how to use the facilitation tools (Use the Facilitation Superpowers to run a happy and productive session). The second panel, 'Define your problem statement', prompts the user to frame their problem as a 'How Might We' statement. A box contains the text: 'PROBLEM To solve the problem of Car Resale value Prediction'. The third panel, 'Key rules of brainstorming', lists six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual. The interface includes navigation arrows and a zoom control in the bottom right corner.

Step-2: Brainstorm, Idea Listing and Grouping



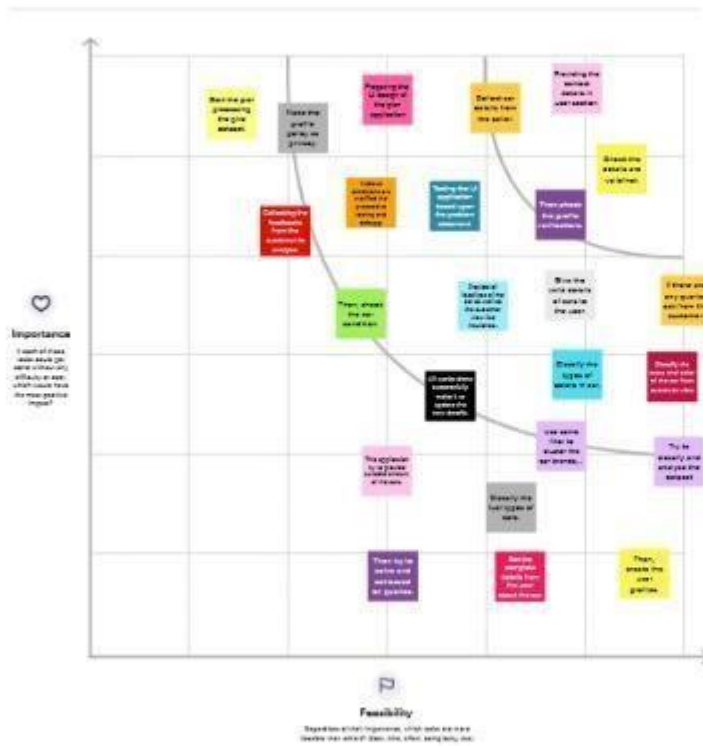
Step-3: Idea Prioritization



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.

30 minutes



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

1. **Share the mural**
Share a view link to the mural with collaborators to keep them in the loop about the substance of the session.
2. **Export the mural**
Export a copy of this mural as a PDF or PNG so others can easily include it in slides, or email it to others.

Keep moving forward

- Strategy Map**
Define the components of a new idea or strategy.
[Open the template](#)
 - Customer experience journey map**
Understand customer needs, motivations, and expectations for an experience.
[Open the template](#)
 - Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) in serving a plan.
[Open the template](#)
- [More templates available](#)