

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	30 October 2022
Team ID	PNT2022TMID25673
Project Name	Intelligent Vehicle Damage Assessment and Cost Estimator For Insurance Companies
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.


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



Brainstorm & idea prioritization


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 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.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Template

Get feedback on an idea

Asking for constructive criticism can be challenging. This format provides enough structure to make asking for feedback—and giving it—totally painless.

30 minutes to prepare
1 hour to collaborate
2-8 people recommended

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Before you collaborate

This presentation time can be faster or slower depending on what you plan to share and how ready it is to present.

30 minutes

1 Add your ideas to the mural

Put all your ideas to present in just already in a mural, put it into a format where it can be shared. For example, to get feedback on a sticky note, write the idea on a sticky note and place it on the mural.

2 Plan what you want to say

Use the simpler structure shown in Step 1 to guide your presentation. Explain the problem you want to solve, how you intend to solve it, and ask for clarifying questions.

3 Invite collaborators

Choose people who might be affected by what you have to share, or who might have insight or related ideas. Invite them to join you. Consider asking for feedback, project management, company leadership, etc. You could also ask them to help you get their feedback from customers or users of your product or service.

Present the idea

Explain the problem you intend to solve, then share ideas for solving it. Explain the questions before moving on. Keep your presentation short so that there is plenty of time for feedback.

30 minutes

Get feedback

Have each person identify and individually write feedback. After 10 minutes, have people share what they wrote. As comments are shared, consider changing sticky notes near a relevant part of what you presented.

30 minutes

INTELLIGENT VEHICLE DAMAGE ASSESSMENT AND COST ESTIMATOR FOR INSURANCE COMPANIES

PROBLEMS

- Problem 1: How can we reduce the cost of vehicle damage assessment and cost estimation for insurance companies?
- Problem 2: How can we reduce the time and effort required to assess and estimate vehicle damage?
- Problem 3: How can we improve the accuracy of vehicle damage assessment and cost estimation?
- Problem 4: How can we improve the user experience of the assessment and cost estimation tool?
- Problem 5: How can we improve the integration of the assessment and cost estimation tool with existing insurance systems?

SOLUTIONS

- Solution 1: Develop a machine learning model to predict vehicle damage assessment and cost estimation.
- Solution 2: Develop a mobile app for assessing and estimating vehicle damage.
- Solution 3: Develop a web-based tool for assessing and estimating vehicle damage.
- Solution 4: Develop a cloud-based platform for assessing and estimating vehicle damage.
- Solution 5: Develop a hybrid solution combining machine learning, mobile app, web-based tool, and cloud-based platform.

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METHODS

- Method 1: Machine learning
- Method 2: Mobile app development
- Method 3: Web-based tool development
- Method 4: Cloud-based platform development
- Method 5: Hybrid solution development

After you collaborate

Discussing "why" and "how" is often enough to get unstuck, but there are more ways to build momentum.

Quick add-ons

1 Share or show the results of the project

Share your project presentation statement with your team. Share your project presentation statement with your team. Share your project presentation statement with your team.

2 Evaluate or deliver some of the "how"

Share all of the "how" provided here with your team. Share all of the "how" provided here with your team. Share all of the "how" provided here with your team.

Keep moving forward

1 Formulate and explain an idea

Use this explanation to influence a concept poster explaining how you plan to solve the problem.

2 Prioritize ideas, goals, or projects

Choose the most promising idea to "test" and only then using a structured prioritization activity.

3 Frame a problem to solve

Frame a problem to solve. Frame a problem to solve. Frame a problem to solve.

4 Share template feedback

Step-3: Idea Prioritization

Template

Idea prioritization

Use this framework to rank ideas based on their feasibility and impact to visually compare the merits of multiple ideas. Deliver a set of ideas that your team wants to try out, and identify which of them need to be prioritized.

Share template feedback

Collect your ideas in one place

Jot down different ideas your team is interested in trying out. These could be different solutions, or different approaches to the same solution. As a team, go through the ideas in the Idea bank one by one and place them on the grid. Take the time to discuss each idea and come to a consensus on where it should go.

Idea bank

Identify the most promising ideas

High

Medium

Low

Identify the most promising ideas

High

Medium

Low

Identify the most promising ideas

High

Medium

Low

Importance

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

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

TIP

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