

# Ideation Phase

## Brainstorm & Idea Prioritization

Date	18.11.2022
Team ID	PNT2022TMID45779
Project Name	Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies
Maximum Marks	4 Marks

Your paragraph text

PROBLEM STATEMENT:

Major problem faced by the customer on an insurance company is not having idea an 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 a solution that can able to identify the right cost for the damage would be beneficial for many.

## 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

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.

Brainstorm

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

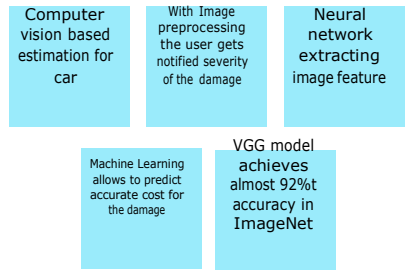
10 minutes

TIP

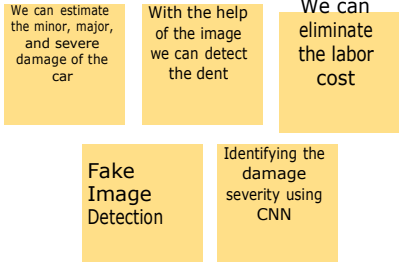
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



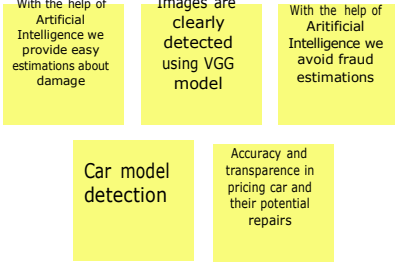
Prasanna Babu



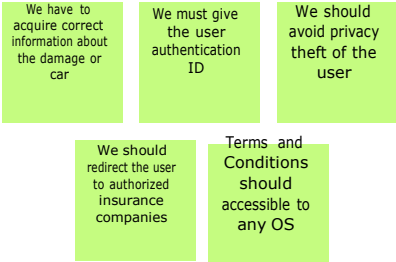
Prasanna Venkatesh



Rajesh Ganapathy



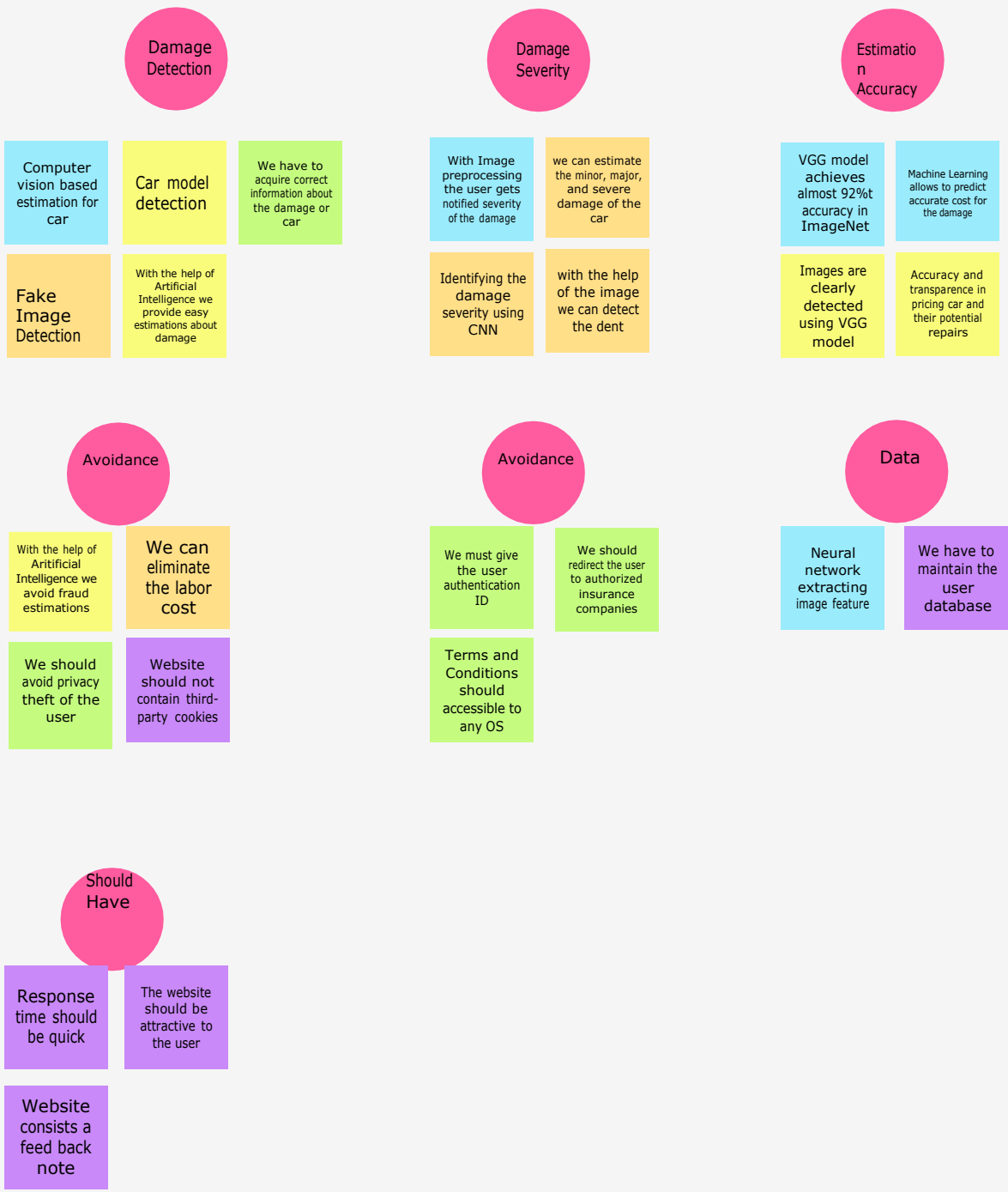
Naga Prakash




Group ideas

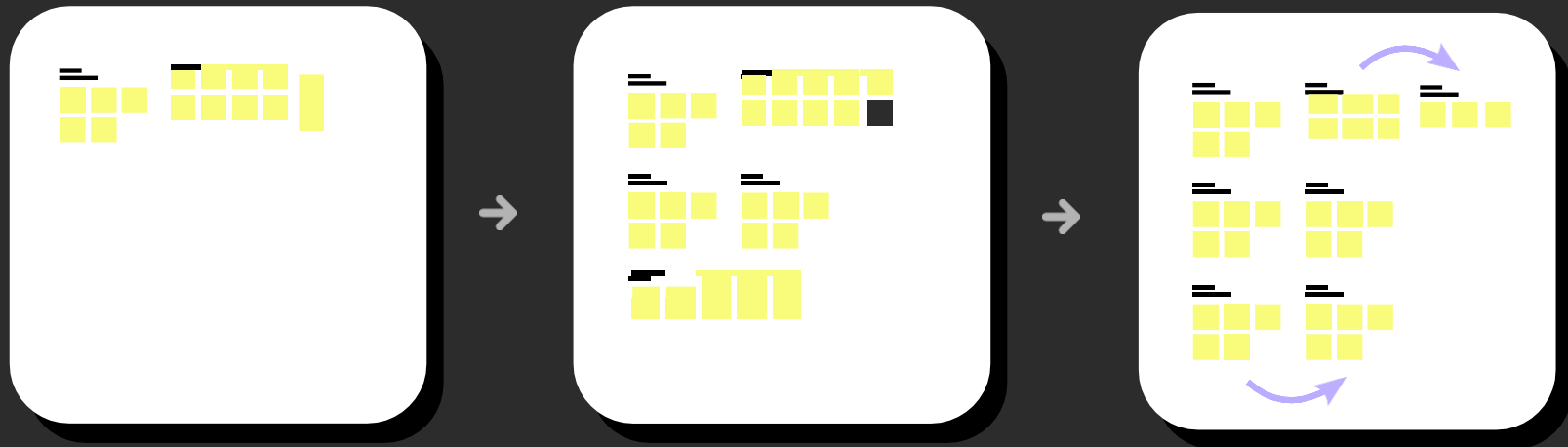
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 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.



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



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

