

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 October 2022
Team ID	PNT2022TMID54519
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 Mural workspace titled "Brainstorm & idea prioritization". The workspace is divided into three main sections:

- Left Panel:** Contains the title "Brainstorm & idea prioritization" and a description: "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." Below this, it lists time and participant recommendations: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Center Panel:** Titled "Before you collaborate", it includes a sub-header "Before you collaborate" and a paragraph: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." Below this, there are three numbered steps: "A Team gathering", "B Set the goal", and "C Learn how to use the facilitation tools". Each step has a brief description and a link to "Open article".
- Right Panel:** Titled "Define your problem statement", it includes a sub-header "Define your problem statement" and a paragraph: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." Below this, there is a box labeled "PROBLEM" with the text "To solve the problem of Car Resale value Prediction". At the bottom, there is a box labeled "Key rules of brainstorming" with the text "To run a smooth and productive session" and a list of rules: "Stay in topic.", "Defer judgment.", "Go for volume.", "Encourage wild ideas.", "Listen to others.", and "If possible, be visual."

Step-2: Brainstorm, Idea Listing and Grouping



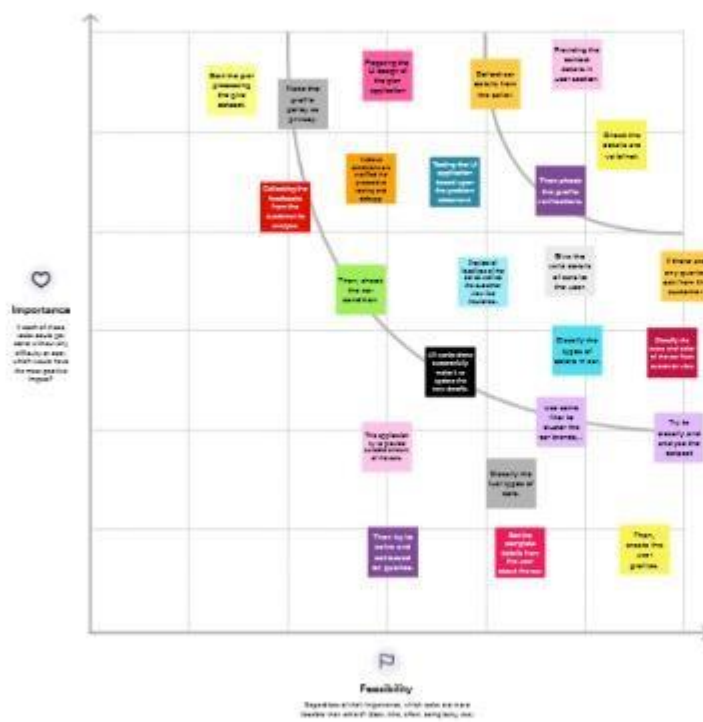
Step-3: Idea Prioritization



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.

20 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

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PDF or PNG to share in email, include in slides, or save it for later.

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 template resources](#)

