

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	12 SEPTEMBER 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 digital workspace for brainstorming. 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 area is divided into two columns. The left column, 'Before you collaborate', lists three steps: A. Team gathering (Define who should participate...), B. Set the goal (Think about the problem...), and C. Learn how to use the facilitation tools (Use the Facilitation Superpowers...). The right column, 'Define your problem statement', prompts the user to frame their problem as a 'How Might We' statement. A box labeled 'PROBLEM' contains the text 'To solve the problem of Car Resale value Prediction'. Below this, a 'Key rules of brainstorming' section lists six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping



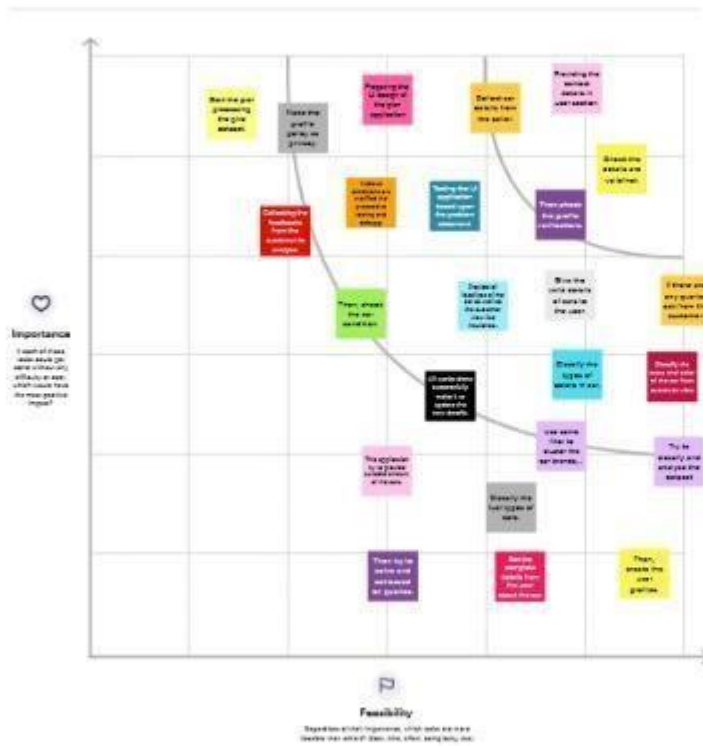
Step-3: Idea Prioritization



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

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 to share privately, include it in a report, 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 templates available](#)