

Ideation Phase

Brainstorm & Idea Prioritization Template


Team ID	PNT2022TMID31282
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

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.

🕒 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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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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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
3-8 people recommended

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Before you collaborate

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

30 minutes

- Add your ideas to the mural**
A mural can place your ideas out already in a mural, and it can be used as a visual aid for the meeting. The mural can get feedback on a sticky note, report for ideas as images and text the images and the text.
- Plan what you want to say**
Use the original ideas to plan what you want to say. The goal is to present your ideas to the group and get feedback. Explain the problem you want to solve. How you want to solve it, and ask for feedback questions.
- Invite collaboration**
The original ideas might be difficult to add your own. To plan, or you might want to add your own ideas. Explain what you want to solve. How you want to solve it, and ask for feedback questions. The goal is to present your ideas to the group and get feedback. Explain the problem you want to solve. How you want to solve it, and ask for feedback questions.

Present the idea

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

10 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 into a relevant part of what you presented.

30 minutes

After you collaborate

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

Quick add-ons:

- Rate or share the attitude of the project**
Have your original problem statement and your response? Have your original problem statement and your response? Have your original problem statement and your response?
- Eliminate or add some of the "how"**
Remove and the "how" part of the project. Have your original problem statement and your response? Have your original problem statement and your response?

Keep moving forward:

- Formalize and explain on idea**
Use the information to create a formal plan. Have your original problem statement and your response? Have your original problem statement and your response?
- Prioritize ideas, goals, or projects**
Choose the most important "how" and "why" and use them using a prioritization activity. Have your original problem statement and your response? Have your original problem statement and your response?
- Frame a problem to solve hard ideas**
If your "how" are some limitations to the "why"? If your "why" are some limitations to the "how"? Have your original problem statement and your response? Have your original problem statement and your response?

Share template feedback

Step-3: Idea Prioritization

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