

## Ideation Phase

### Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID10856
Project Name	Project - <b>Proposed solution document, which includesthe novelty, feasibility of idea, business model, social impact, scalability of solution, etc.</b>
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

Template



## 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

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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 Analyze the Performance of the Vehicle?

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

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!

Team Lead

The performance objectives are mileage, dependability, feasibility and cost

The pressure checking must be done

Add air filter to achieve performance

Team Member 1

To reduce the emissions emitted by the vehicle

To get the desired data to tune the vehicle's power to efficiency ratio.

Adjust ground clearance to tackle uneven roads

Team Member 2

Use the data to tune the engine to increase the reliability of the engine

To decrease fuel consumption

Add a hydraulic suspension

Team Member 3

Condition the oil and lubrication in the vehicle.

To get a balance between performance and efficiency

To increase fuel efficiency

Team Member 4

Adjust seat and air ventilation inside vehicle

To analyse vehicles performance

To predict engine and engine management system.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can 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 mind.

To decrease fuel consumption

Indication of tire pressure must be done

Use the data to tune the engine to increase the reliability of the engine

To increase fuel efficiency

Adjust ground clearance to tackle uneven roads

To reduce the emissions emitted by the vehicle

Add a hydraulic suspension

Condition the oil and lubrication in the vehicle.

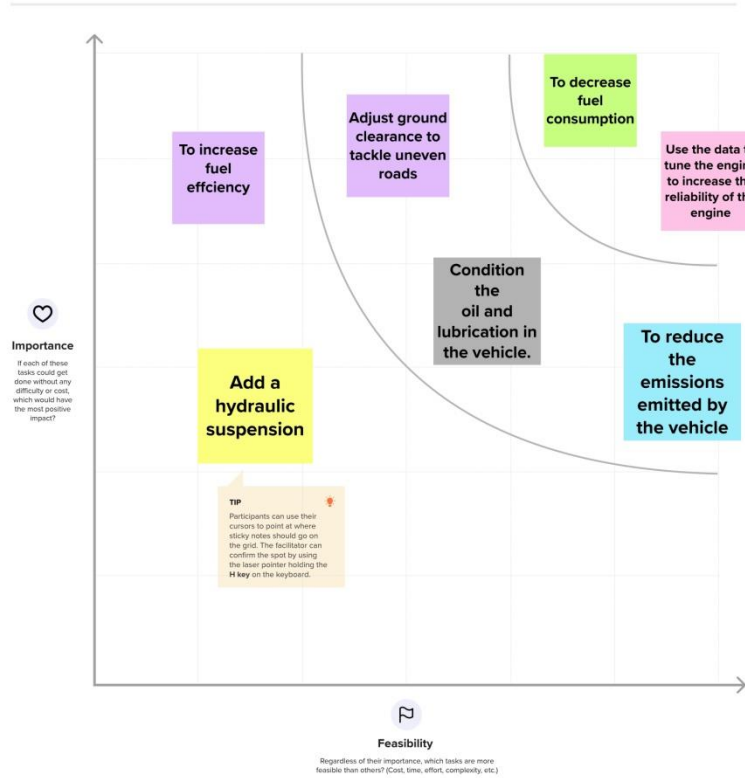
Step-3: Idea Prioritization

4

**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



5

**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**

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

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