Ideation Phase
Brainstorm & Idea Prioritization Template

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Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

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

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

Problems faced in two stroke motorcycles

"In the realm of two-stroke motorcycles, riders frequently encounter a range of mechanical challenges that hinder their riding experience and compromise the longevity of their vehicles. These issues include starting difficulties, excessive smoke emissions, loss of power, overheating, stalling at low RPMs, fouled spark plugs, transmission problems, oil leaks, unusual engine noises, and electrical failures. These problems not only cause inconvenience to riders but also pose safety risks and result in high maintenance costs. Addressing these issues effectively is crucial to ensuring the reliability, performance, and environmental impact of two-stroke motorcycles, thereby enhancing the overall satisfaction and safety of riders."

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕐 10 minutes

Keshore Balaa

Mechanical Workshops: The 2 Stroke Garage could be a specialized mechanical workshop focused on repairing, customizing, and tuning two-stroke engine vehicles. This could include services like engine rebuilds, performance enhancements, and exhaust system modifications.

Naveen Prasath

Vintage Two-Stroke Restoration: Specializing in restoring vintage two-stroke motorcycles and scooters. This could involve meticulous restoration work, from engine overhauls to repainting and preserving classic designs.

Shanu

Custom Builds: Creating custom two-stroke motorcycles or scooters tailored to the customer's specifications. This could involve unique designs, paint jobs, and performance modifications, offering a personalized experience for motorcycle enthusiasts.

Ajay

Educational Workshops: Hosting workshops and classes to educate people about two-stroke engines. This could include teaching the mechanics of how these engines work, basic maintenance, and tuning techniques.

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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

Workshop and Repair Services:
- Specialize in repairing, restoring, and tuning two-stroke motorcycles, scooters, and small vehicles.
- Offer regular maintenance services such as oil changes, carburetor cleaning, and spark plug replacements.

Customization and Modification:
- Provide custom modification services, allowing customers to personalize their two-stroke vehicles with unique designs, paint jobs, and performance enhancements.
- Create a catalog of aftermarket parts for two-stroke engines, enabling customers to enhance their vehicle's performance and aesthetics.

Educational Workshops and Classes:
- Organize workshops and classes to educate enthusiasts about the mechanics of two-stroke engines, basic maintenance, and advanced tuning techniques.
- Offer certification programs for aspiring mechanics and enthusiasts who want to deepen their knowledge and skills

Racing and Events:
- Form a racing team that participates in local and regional racing events featuring two-stroke vehicles.
- Organize regular events, rallies, and meetups for two-stroke enthusiasts, creating a sense of community and camaraderie.

Step-3: Idea Prioritization

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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?

"Lightweight and Agility:"
Two-stroke motorcycles are
generally lighter than their
four-stroke counterparts,
making them highly agile and
easy to handle. This
characteristic is particularly
important for off-road and
motocross riding where
maneuverability is crucial.

"Simple Design:" Two-
stroke engines have a
simpler design with fewer
moving parts, making
them easier and often
cheaper to maintain and
repair. This simplicity can
lead to cost savings for
riders in terms of
maintenance and repairs.

. "Emission Regulations:" One
of the significant challenges
for two-stroke motorcycles is
meeting stringent emission
regulations. Two-strokes tend
to produce higher emissions,
which can be a barrier to their
feasibility in regions with strict
environmental standards.

. "Fuel Efficiency:" Two-stroke
motorcycles are generally less
fuel-efficient than four-stroke
motorcycles. Rising fuel costs
and environmental concerns
about fuel consumption can
impact their feasibility,
especially for everyday
commuting.

Feasibility

Regardless of their importance, which tasks are more
feasible than others? (Cost, time, effort, complexity, etc.)