

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	5 February 2026
Team ID	LTVIP2026TMIDS91008
Project Name	AutoSage App Using Gemini Flash
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.

### 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.

00 submissions to projects  
00 hours to collaborate  
00 people recommended

#### Before you collaborate

Our team gathered to discuss common problems faced by vehicle buyers and owners. We observed that users struggle to compare vehicles, understand opportunities, and find relevant content in one place. We decided to brainstorm a smart vehicle expert solution.

00 minutes

- 1. Select a problem to solve. (Select a problem statement to solve. This problem statement is the focus of the session.)
- 2. Set the goal. (What is the problem you're trying to solve? What is the goal of the session?)
- 3. Select how to use the facilitation tools. (What is the facilitation tool you're using? What is the goal of the session?)

Open article

#### Define your problem statement

How might we create a smart vehicle expert who that helps users compare vehicles, access real-time updates, and receive maintenance guidance in one platform?

00 minutes

Problem statement

How might we create a smart vehicle expert who that helps users compare vehicles, access real-time updates, and receive maintenance guidance in one platform?

Key rules of brainstorming

To use an example and generate ideas:

- 1. No criticism
- 2. No limits
- 3. No judgment
- 4. No idea is too small
- 5. No idea is too big
- 6. No idea is too simple
- 7. No idea is too complex
- 8. No idea is too obvious
- 9. No idea is too stupid
- 10. No idea is too silly

### Step-2: Brainstorm, Idea Listing and Grouping

#### Brainstorm

What ideas are there that come to mind that address your problem statement?

00 minutes

Person 1

Person 2

Person 3

Person 4

#### Group ideas

How many ideas are there that come to mind that address your problem statement? (You can use the sticky notes to group ideas that are related to each other.)

00 minutes

Person 1

Person 2

Person 3

Person 4

### Step-3: Idea Prioritization

4

### Prioritize

You've now shared all the ideas on the screen page about what's important moving forward. Place your items on this grid to determine which ideas are important and which are feasible.

30 minutes

**Tip**  
By placing the items in the top-left quadrant, you are indicating that they are important and feasible. The bottom-left quadrant is for items that are important but not feasible. The top-right quadrant is for items that are feasible but not important. The bottom-right quadrant is for items that are neither important nor feasible.

