




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

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

This application we created can be used by car insurers to evaluate customer claims more quickly than other traditional methods that involve manual tasks



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Brainstorm

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

Madhu D

Providing efficient and convenient customer support	Working in a very fast and intelligence manner	Maintaining a user friendly interface
Providing quick responses for the queries	Providing instant solution for the users	Facilitating constant guidance to customer on insurance
Available 24/7	Maintaining confidential conversation with customer	Individual pattern recognition

Pugalenth R

Make the interface convenient for customers	Easy access for rural people	Categorize the damage with precision
Enable insurance companies to provide AI based help	Recognize damage and estimates	Improve validation by training the model on several testcases
Reduction of expenses on employees for inspection	Providing effective and convenient customer support	Generate quick responses and reports

Krishna Naveen R

It is trustworthy	Solve the technical issues instantly	Estimating cost for the damages accurately
Securing details of the customer	Saving user's time	Updating the insurance cost for damages regularly
Predicting output based on sample dataset	Site should be user friendly for customer	Providing instant cost details about damages

Krishnaprasath A

User friendly web application	Analyze component damage security	Decrease operational costs
Guiding the customer in all possible ways	Decrease the level of fraud	Fast time to market
Compatibility and scalability	Increase customer happiness	Providing reliable service

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.

Using cloud technology

Available
24/7

Saving
user's time



Using Artificial Intelligence

It is
trustworthy

Maintaining
a user
friendly
interface

Facilitating
constant
guidance to
customer on
insurances

Maintaining a
confidential
conversion
with
customers

Using Neural Network

Working in a
very fast and
intelligent
manner

Providing
reliable
services

Providing
quick
responses
for the
queries

Providing
effective and
convenient
customer
support

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.

