

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	12 SEPTEMBER 2022
Team ID	PNT2022TMID08389
Project Name	Car Resale value Prediction
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot displays the Mural.co 'Brainstorm & Idea Prioritization' template interface, which is divided into three main vertical panels.

- Left Panel:** Features a lightbulb icon and the title 'Brainstorm & Idea Prioritization'. Below the title, it states: '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.' At the bottom, it lists preparation time: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.
- Middle Panel:** Titled 'Before you collaborate', it includes a sub-header 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' and a '10 minutes' timer. It contains three numbered steps:
  - 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. An 'Open article' button is located at the bottom.
- Right Panel:** Titled '1 Define your problem statement', it includes the instruction: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' with a '5 minutes' timer. It features a 'PROBLEM' box containing the text 'To solve the problem of Car Resale value Prediction'. Below this is a 'Key rules of brainstorming' section with the sub-header 'To run a smooth and productive session' and six rules:
  - 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



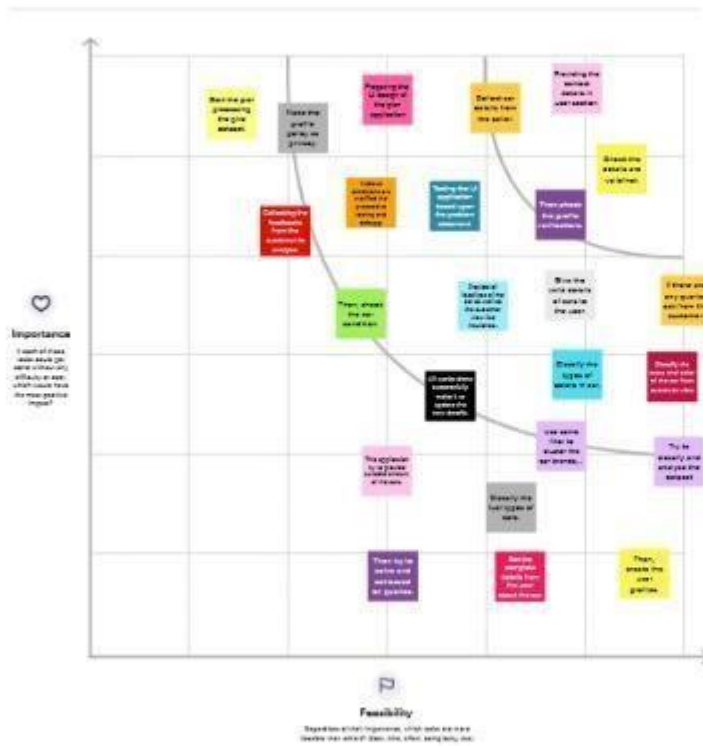
## Step-3: Idea Prioritization



## 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



## 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

1. **Share the mural**  
Share a view link to the mural with collaborators to keep them in the loop about the outcomes of the session.
2. **Export the mural**  
Export a copy of the mural as a PDF or PNG to share internally, include it in slides, or save it for later.

### 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 expectations for an experience.  
[Open the template](#)
  - Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) in serving a plan.  
[Open the template](#)
- [More templates available](#)