

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 October 2023
Team ID	Team-593067
Project Name	Horology 2.0: Forecasting The Future of Smartwatch Prices
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 and Select the Problem Statement


Template



Brainstorm & idea prioritization

Horology 2.0: Forecasting The Future Of Smartwatch Prices

Smartwatch Shopping Simplified: Your Guide to Value and Innovation

 Team Id: Team-593067

1

Problem statement


Develop a machine learning model to predict smartwatch prices based on various features, transforming e-commerce, marketing, and consumer research.

⌚ 5 minutes

PROBLEM


How might we [your problem statement]?


Smartwatch Price Prediction





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

2

Brainstorm

Ideas that come to mind that address your problem statement.

🕒 10 minutes

Ajay Ganesh

Feature Importance Analysis

Consumer Preference Study

Data Collection and Cleaning

Varun Sahith

Feature Selection

Marketing Strategy Optimization

Exploratory Data Analysis

Thridiva

Consumer Research Tool

Predictive Analytics Model

Model Selection

Sai Sivani

Retail Strategy Development

Model Evaluation

Hyperparameter Tuning

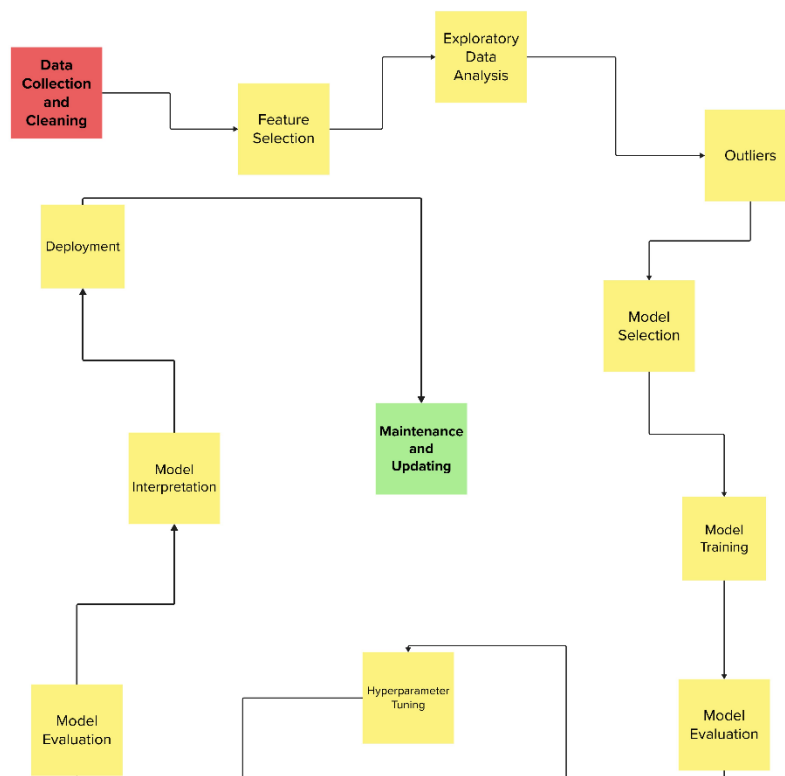
Step-3: Group Ideas

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go.

🕒 20 minutes



Step-3: Idea Prioritization

4

Prioritize

Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

