

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	18 October 2023
Team ID	Team-592746
Project Name	Project – Car Purchase Prediction using ML
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

Template



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

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

📌

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

📌

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

📌

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔


1

Define your problem statement

Traditional automotive marketing relies on outdated, generic strategies, leading to inefficiencies and suboptimal customer experiences. The industry's slow adoption of advanced technologies, especially machine learning, impedes its ability to adapt to evolving consumer trends and make data-driven decisions. Our project addresses this challenge by developing a machine learning solution, leveraging customer data to accurately predict car purchases. This aims to revolutionize marketing, offering tailored approaches for enhanced customer experiences and resource optimization.

🕒 5 minutes

To achieve this, we can develop an innovative machine learning solution that leverages customer data for accurate predictions of car purchases. By creating a user-friendly interface and seamlessly integrating advanced algorithms, we aim to revolutionize marketing strategies, offering personalized insights for tailored approaches. This solution seeks to empower the automotive industry with the ability to make informed decisions, optimize resource allocation, and enhance overall efficiency in reaching potential buyers.



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, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

TIP
You can select a sticky note and hit the pencil icon to start drawing!

Glitch

Develop a user-friendly mobile application that allows users to upload their photos and generate personalized information about their skin.

Implement advanced algorithms to analyze skin conditions and provide personalized recommendations for skincare products.

Integrate the machine learning model with a user interface that allows users to upload photos and receive personalized recommendations.

Create a dashboard for businesses, providing insights into customer preferences, enabling them to tailor their products and services.

Sis

Develop partnerships with local media outlets to promote the app and reach a wider audience.

Implement continuous monitoring to track the app's performance and user feedback, allowing for iterative improvements.

Samrathi

Incorporate feedback loops from users to improve the accuracy and relevance of predictions over time.

Ensure robust security measures and compliance with privacy regulations to build trust among users regarding their data.

Develop an intuitive visualization tool for businesses to understand and interpret the model's predictions and insights easily.

3

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Data Input and Integration

Cluster 1: Data Input and Model Integration
• Develop a user-friendly mobile application for easy data collection from users.
• Integrate machine learning algorithms for real-time analysis of user data.
• Ensure seamless integration with external data sources for comprehensive insights.

Algorithm and Model Management

Cluster 2: Algorithm and Model Management
• Implement robust machine learning algorithms for accurate predictions.
• Regularly update the model with new data to improve its performance.
• Conduct thorough testing and validation to ensure the model's reliability.

User Interface and Visualization

Cluster 3: User Interface and Visualization
• Create a dashboard for businesses with real-time insights and analytics.
• Develop an intuitive visualization tool for businesses to interpret model predictions.

Privacy and Security

Cluster 4: Privacy and Security Measures
• Ensure robust security measures for user data.
• Implement compliance with privacy regulations to build trust.

Business Collaboration

Cluster 5: Business Collaboration and Outreach
• Engage with local media outlets to promote the app.
• Explore partnerships with external businesses for cross-promotion.

Performance Metrics

Cluster 6: Performance Metrics and Iteration
• Regularly monitor and analyze app performance using key metrics.
• Implement A/B testing to optimize user experience.
• Develop a feedback loop for continuous improvement.

Step-3: Idea Prioritization

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.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

