

Ideation Phase

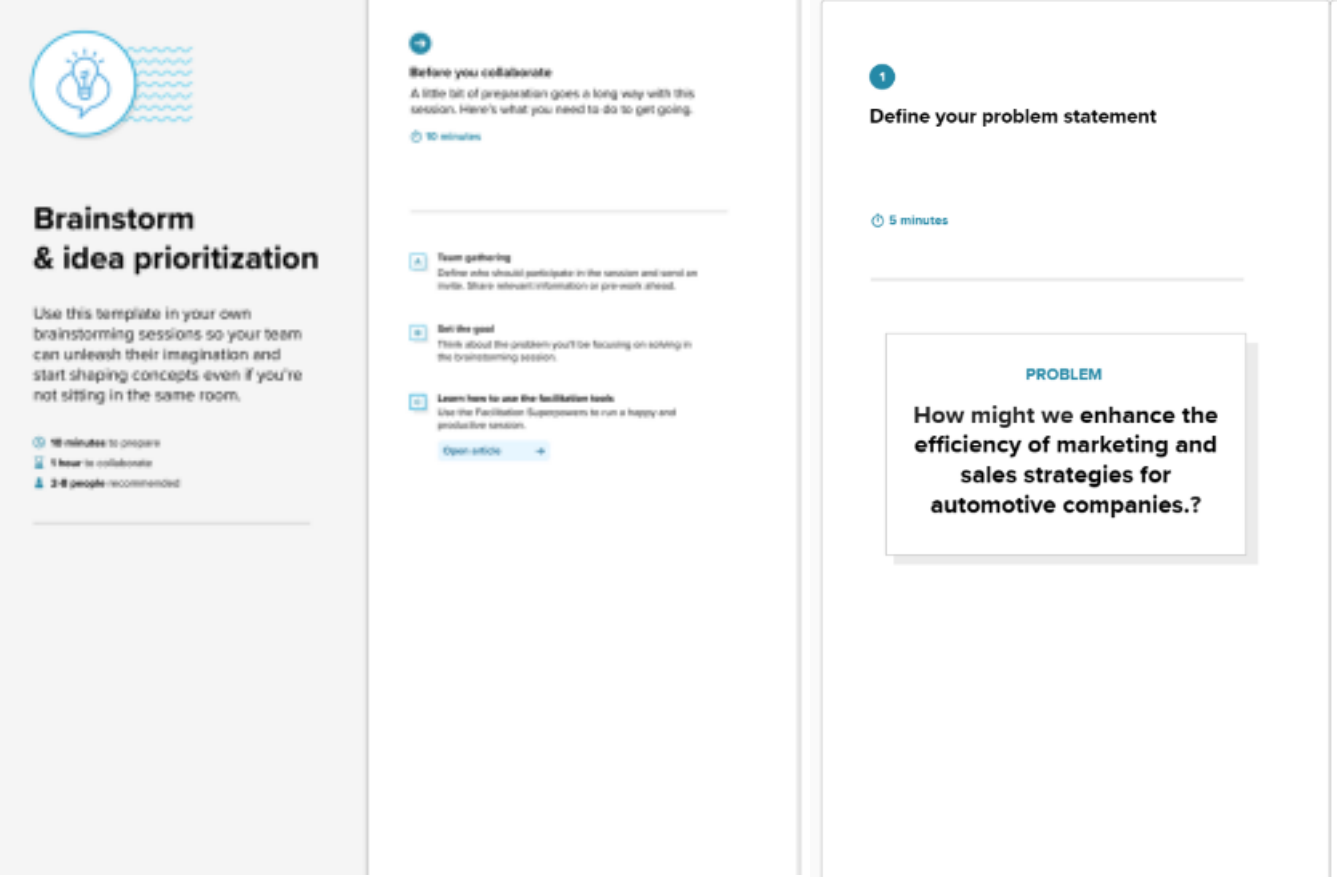
Brainstorm & Idea Prioritization Template

Date	23 October 2023
Team ID	Team-592176
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



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.

- 15 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 in 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 office](#) →

1
Define your problem statement

5 minutes

PROBLEM

How might we enhance the efficiency of marketing and sales strategies for automotive companies.?

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

10 minutes

Aditya Kumar Jha



Abhishek Vidhate



3

Group ideas

20 minutes

Enhancing Sales Process:

1. Lead Scoring
2. Dynamic Pricing
3. Customized Financing Solutions
4. Subscription Models
5. Geospatial Analysis
6. Data Security and Privacy

Customer Insights and Personalization:

1. Customer Segmentation
2. Personalized Recommendations
3. Behavioral Analytics
4. Social Media Listening
5. Customer Feedback Analysis
6. Collaborative Filtering

Improving Customer Experience:

1. Virtual Test Drives (AR/VR)
2. Digital Showroom Experience
3. Customer Journey Mapping
4. Environmental Impact Calculator
5. Partnership and Alliances

Market Analysis and Strategy:

1. Market Trend Analysis
2. Predictive Maintenance

Step-3: Idea Prioritization

4

Prioritize

20 minutes

