


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 October 2023
Team ID	PNT2022TMID592722
Project Name	Travel Insurance Prediction using Machine Learning
Maximum Marks	4 Marks




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

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.

[Open article](#) →

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


How might we [your problem statement]?





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.



Need some inspiration?
See a limited preview of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

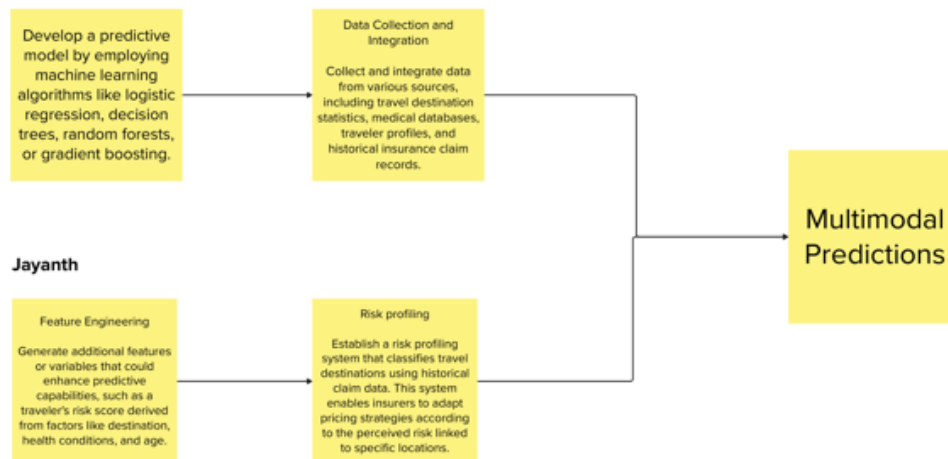
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

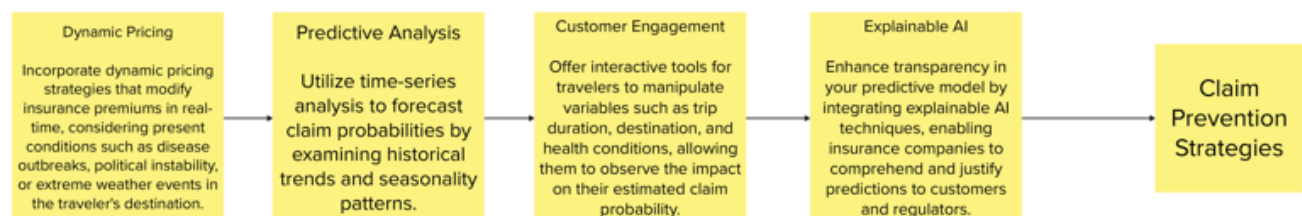
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Ayaz

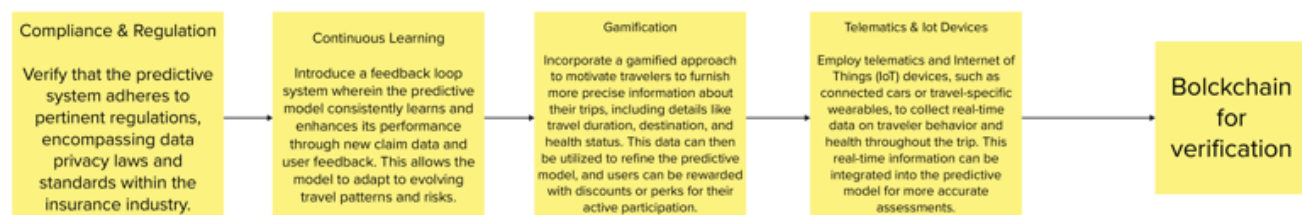


Jayanth

Akhil



Siva Karthik



Step-3: Combining group ideas:

3

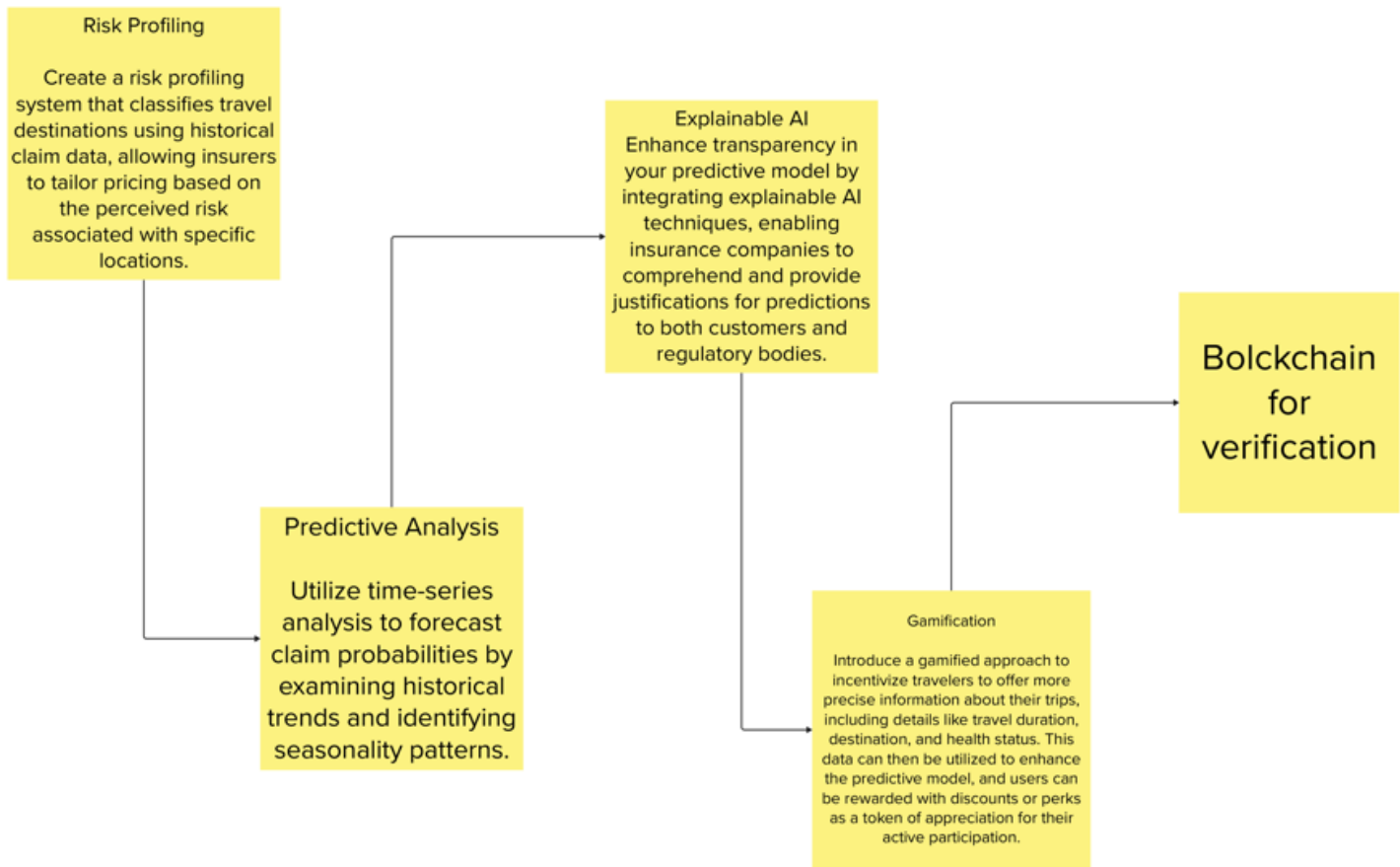
Group ideas

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 and 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 mural.



Step-4: Idea Prioritization

4

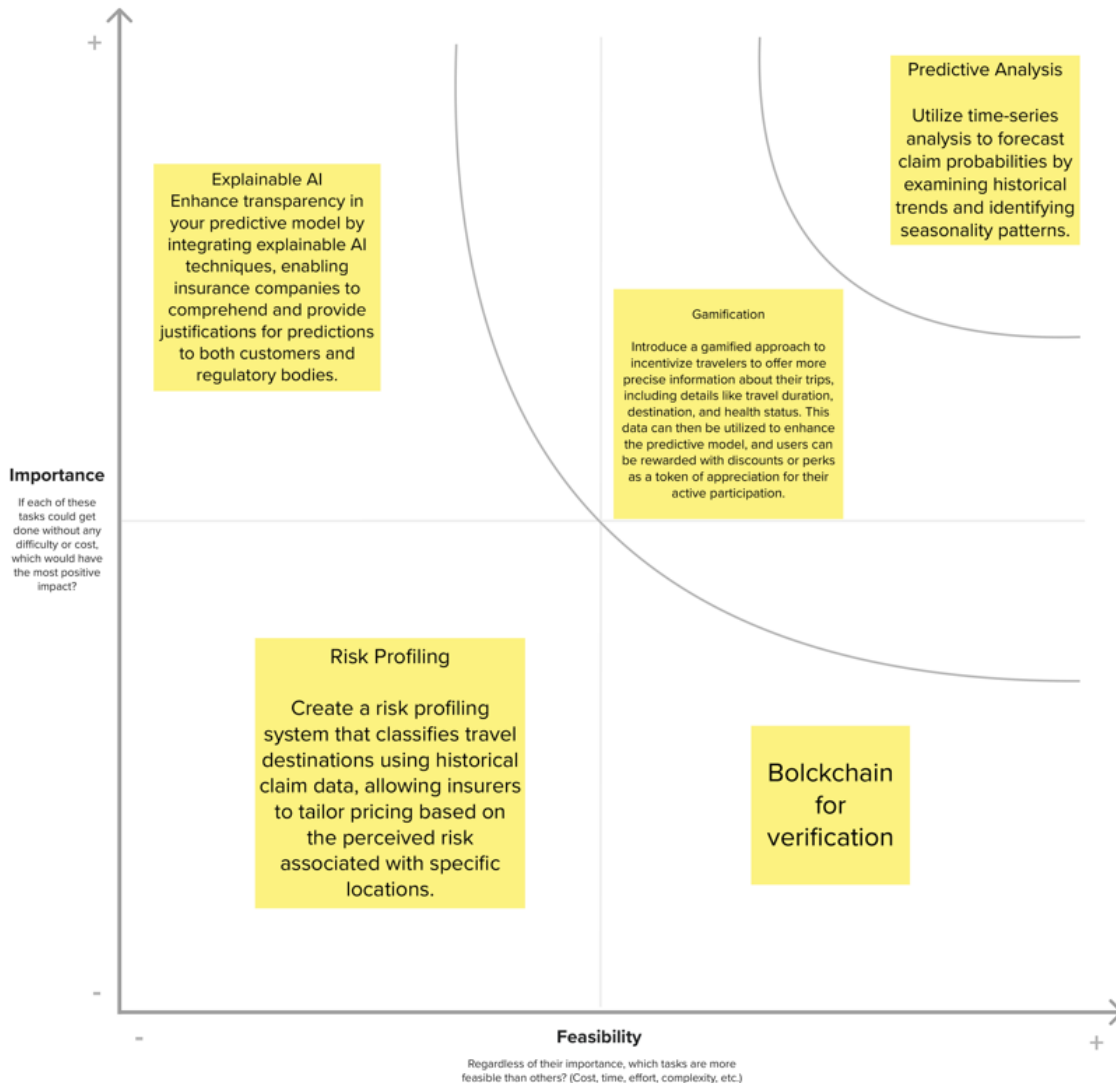
Prioritize

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.



Link:

<https://app.mural.co/t/intern4910/m/intern4910/1700465821605/3fcb4dbacaacc53e5480f61058e4d6338d90267?sender=u4bf7b24b70cf26e2ae1d7818>