

IdeationPhase Brainstorm&IdeaPrioritizationTemplate

Date	17September2022
TeamID	PNT2022TMID41867
ProjectName	Project-SignswithSmartConnectivityforBetterRoadSafety
MaximumMarks	4Marks

Brainstorm&IdeaPrioritizationTemplate:


Brainstormingprovidesafreeandopenenvironmentthatencourageseveryonewithinateamtoparticipateinthecreativethinkingprocessthatleadstoproblemsolving.Prioritizingvolumeovervalue, out-of-the-box ideas are welcome and built upon, and all participants are encouraged tocollaborate, helpingeach other develop arich amountofcreativesolutions.

Usethistemplateinyourownbrainstormingsessionssoyourteamcanunleashtheirimaginationandstartshapingconcepts evenifyou'renotsitting inthesameroom.

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




Step-1:TeamGathering,CollaborationandSelecttheProblemStatement

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

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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

To help a person to travel which has less difficulties to reach the destination safely and without any time delay.

 5 minutes


PROBLEM


Because of dynamic changes of crowding,unexpected roadblocks, reconstruction areas.





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,Idealisting andGrouping

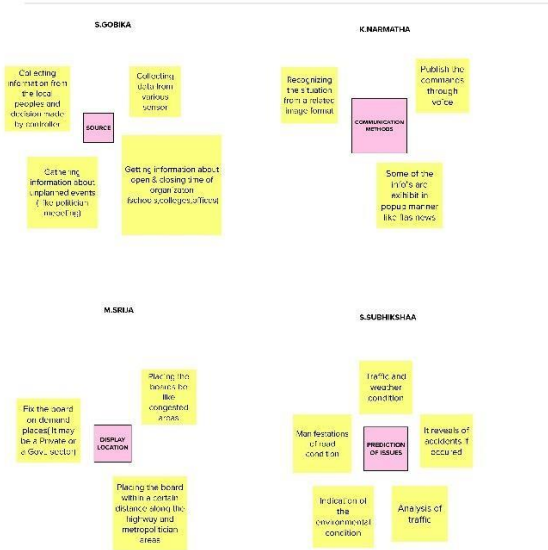
2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and click on the 'Link' icon to link it to other sticky notes.



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 'biggy', then its sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Ask your teammates to help you select sticky notes to make a cluster. If you are unsure, ask them to help you select sticky notes to make a cluster.

In this Architecture helps to travellers behaviour towards the awareness of travel

Intimation of speed range depend upon the roadway condition

Guiding a traveller to choose a best path, When crowding / accident may occur.

Making the travel easy through the idea notification

Prediction of data gives them a fair and better understanding about their upcoming of road events

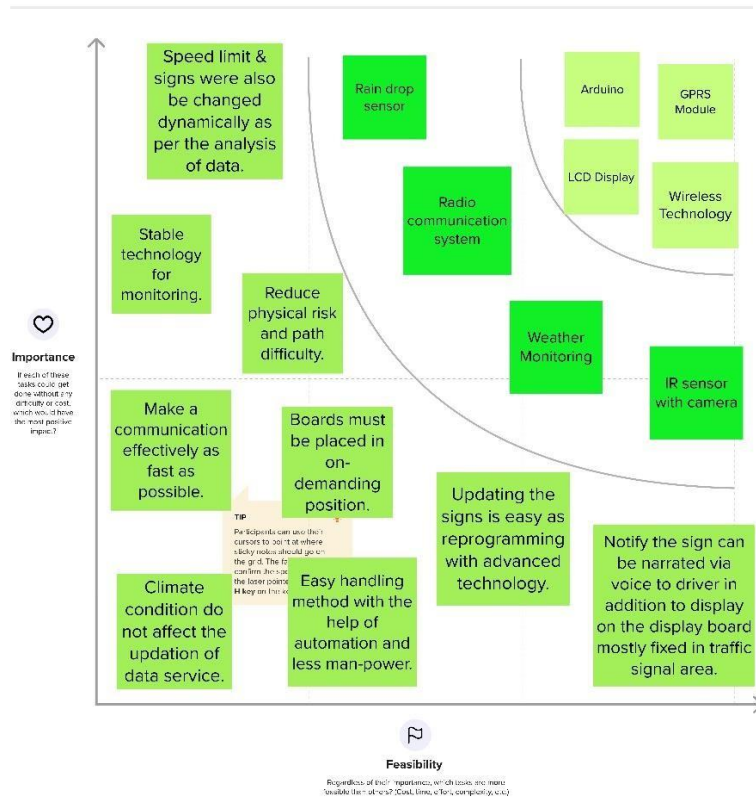
Step-3:IdeaPrioritization

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



5

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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- E Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

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 obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)