

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	609498
Project Name	Vande Bharat Express: Pioneering India's High-Speed Rail Journey
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.

Reference: <https://www.mural.co/templates/ideate>

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

20 minutes

1 hour

1 hour 30 minutes

2 people

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

Room gathering

How to get started

Set the scene


Set the goal

Setting a goal for the session is the first step in making sure everyone is on the same page and that the session is productive.

Learn how to use the facilitation tools

Learn how to use the facilitation tools to make the session more effective.

Open article



Need more inspiration?

Look at these ideas and see how you can use them in your own session.

Open article

Step-2: Brainstorm, Idea Listing and Grouping:

Define your problem statement

5 minutes

How might we might
reduce the operational cost
of the train?

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.

Brainstorm

⌚ 10 minutes

TIP You can select a story note and hit the **Switch to sketch** icon to start drawing.

Conduct regular surveys to gather feedback from passengers about their overall experience, including comfort, amenities, and service quality.

Implement predictive maintenance technologies to reduce the likelihood of unexpected breakdowns, ensuring a more reliable service

Use feedback to identify areas where operational costs can be optimized without compromising service quality.

By addressing maintenance needs proactively, the overall cost of unplanned repairs can be minimized.

Optimize pricing to maximize revenue while ensuring that fares remain attractive to passengers

Negotiate favorable terms with suppliers to reduce procurement costs.

Well-trained staff can contribute to operational efficiency reducing the likelihood of errors and service disruptions.

Integrate energy-efficient technologies to reduce the environmental impact of the train, aligning with passenger preferences for sustainable travel.

Energy-efficient systems can contribute to lower operational costs over the long term.

lowest in regular training programs for staff to enhance customer service skills and ensure a positive passenger experience.

Implement dynamic pricing strategies based on demand patterns and passenger preferences to offer competitive fares.

Utilize predictive analytics to forecast passenger demand accurately, ensuring that the train can meet capacity requirements.



Step-3: Idea Prioritization:

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 custom labels to sticky notes to make it easier to find, organize, or delete, and categorize important ideas as themes within your mind.

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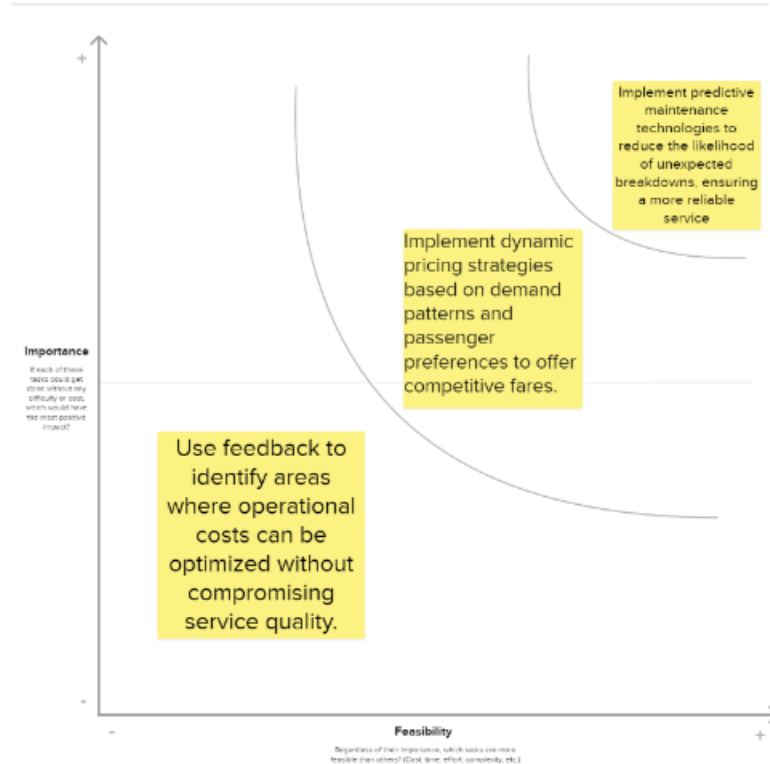
Prioritize

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

TP

Participants can use their OUTSIDE to point at ideas to sticky notes should go on the grid. The facilitator can control the spot by using the slider and/or moving the H key on the keyboard.



LINK to our Brainstorm & Idea Prioritization:

<https://app.mural.co/t/cxvsf6316/m/cxvsf6316/1701068940347/3d2d4ae5b0f569602e8616aa4ab262eb6826afeb?sender=ub0d7821460070af9a9769542>

