

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID08255 |
| Project Name | Signs with smart connectivity for Better road Safety |
| 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

Step-1: Team Gathering, Collaboration and Select the Problem Statement

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

This project will replace the static boards to smart signed boards that will change the speed limits according to the weather climate and show diversion messages if there is accidents in the road and alert messages if there is hospital/schools or any roadworks.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

2

Brainstorm

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

⌚ 10 minutes

TIP

You can sketch a sticky note and let the person (which is sketching) start to start drawing!

Sangeetha Changanai

Saswin

Gokulnath

Nishu

Shvik Muhammad Mithsal

Step-2: Brainstorm, Idea Listing and Grouping

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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: Ask yourself whether signs are really needed to make it easier to drive, become safer, and solve important issues, or whether other ideas are better.

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

Importance

If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

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| High brightness signs are used to improve road safety. | | Using VR to create a more realistic and immersive experience for the user. | | Using IoT devices to monitor the road and detect any issues. | |
| | The sign boards have better connectivity and can be used in the network. | | Using all peak hours to monitor the road and detect any issues. | | Using all the traffic signs and boards to monitor the road and detect any issues. |
| Sign boards are not used in some areas due to the lack of power and connectivity. | | | Emergency numbers are provided to display in sign boards. | | |
| | Weather report will be displayed in the sign board using the weather API. | | | | Traffic density is used to monitor the road and detect any issues. |
| Sensors are used to calculate the vehicle speed. | | Driver attention detection by using sounds in the sign boards. | | | |
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