

**IDEATION PHASE**

**BRAINSTORM & IDEA PRIORITIZATION**

**TEMPLATE**

<b>Date</b>	17 September 2022
<b>Project Name</b>	Smart Solutions For Railways
<b>Maximum Marks</b>	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/empathy-map-canvas>

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

FREI


←

Brainstorm and idea prioritization

Template

Use templates to create new murals.

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.

- 15 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Show template feedback

Before you collaborate

A little bit of preparation goes a long way with this template. Here's what you need to do to get going.

10 minutes

1 Team-gathering

Define who should participate in the session and send out invites. Select a neutral location or platform to meet.

2 Set the goal

Think about the problem you'll be focusing on during the brainstorming session.

3 Learn how to use the facilitator tools

Use the facilitator's guide (found in the top right) to run a highly effective 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

How do you think we might solve this problem?

25 Key rules of brainstorming

To run an amazing and productive session

- 1 Stay on topic
- 2 Encourage wild ideas
- 3 Stay positive
- 4 Listen to others
- 5 Go for volume
- 6 If possible, be absurd

Need some inspiration?

Get a fresh set of ideas to help you get started.

Open examples

## Step-2: Brainstorm, Idea Listing

2

### Brainstorm

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

🕒 10 minutes

**NAVEEN TR**

CALL OF ACCESSIBILITY

UNUSUAL ID SYSTEM

TICKETS ARE SECURED

VALIDITY OF TICKETS

**NITHINRAAJ J**

REDUCES LABOR WORK

EFFICIENT BOOKING SYSTEM

IF COOL CAN BE BOUGHT SAFELY SYSTEM

CREATES RELIABILITY AND SAFETY

**NITHINRAJ R**

BRING A/B COORDINATE

INTEGRATED TICKETING

USER FRIENDLY

TICKET AVAILABILITY CAN BE ACCESSIBLE

**KAVI S**

LOCATION OF TRAIN CAN BE VISUALIZED SPECIFICALLY

EFFICIENT AND SIMPLE

IF COOL ACCESSIBILITY

COST EFFICIENT

## Step-3: Grouping

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



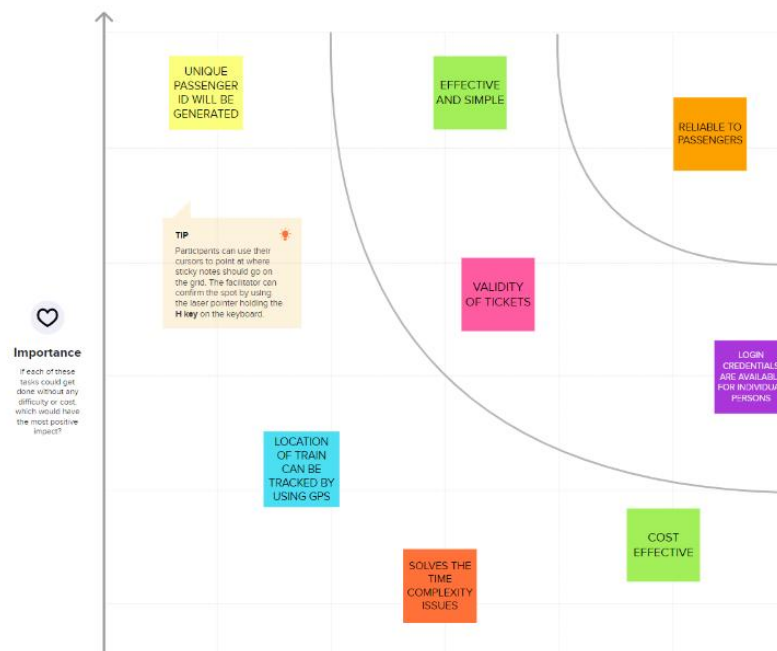
## Step-4: Idea Prioritization

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



➔

### 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

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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 →](#)

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