




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]?
Nowadays road signs and speed limits are static, road signs and speed limits can't be changed in some cases. If we replace static signs with dynamic signs, the signs can be changed at any time and anywhere, even we can change the signs during a sudden change in weather conditions or if any accidents happened we can change the signs & tell the people to have another route or direction. If we replace ordinary signs with smart signs a large number of happening accidents can be reduced and we can save a lot of time by reducing the traffic. Even this type of system is helpful for education and medical institutions.



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.

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!

SURYA N

Indicating instructions if schools or hospitals near to the road

showing safety measures during travelling. for example; seat belts etc...

indicating about road conditions

educating about various traffic signs

showing instructions and educating about Lane Discipline

showing details about weather conditions like temperature and humidity values

VADIVEL S

Indicating traffic details to save peoples time

Indicating speed limits in different road structures

indication of four way junction

Animals crossing detections

showing details in terms of emergency situations

indication of railway roads

SATHYAMOORTHY N

Showing smart signs during taking turns in hilly regions or in highway roads

water level indication in underground roads during rainy season

Limiting the speed of vehicle in hill region when fog is high

Introducing a beep or sound system in signs for blind people

Indicating the roaming wild animals in forest roads

signalling to avoid accidents in connection of service road and bypass road

VETRI SELVAN E

Indication of vehicle entry from normal road to highway

overtake indication

sign indication if vehicles are taller than railway bridges

sign indications in digital mode

speed braker indications for vehicle users

showing speed details to avoid accidents

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

Category 1

showing
speed details
to avoid
accidents

Category 2

indication of
four way
junction

Indication of
vehicle entry
from normal
road to
highway

signalling to
avoid accidents
in connection of
service road and
bypass road

category 3

indication of
railway
roads

category 4

indicating
about road
conditions

speed braker
indications
for vehicle
users

category 5

Indicating the
roaming wild
animals in
forest roads

category 6

overtake
indication

sign
indications
in digital
mode

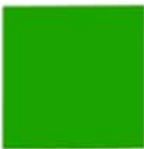
category 7

showing safety
measures during
travelling.
for example:
seat belts etc...

category 8



category 9



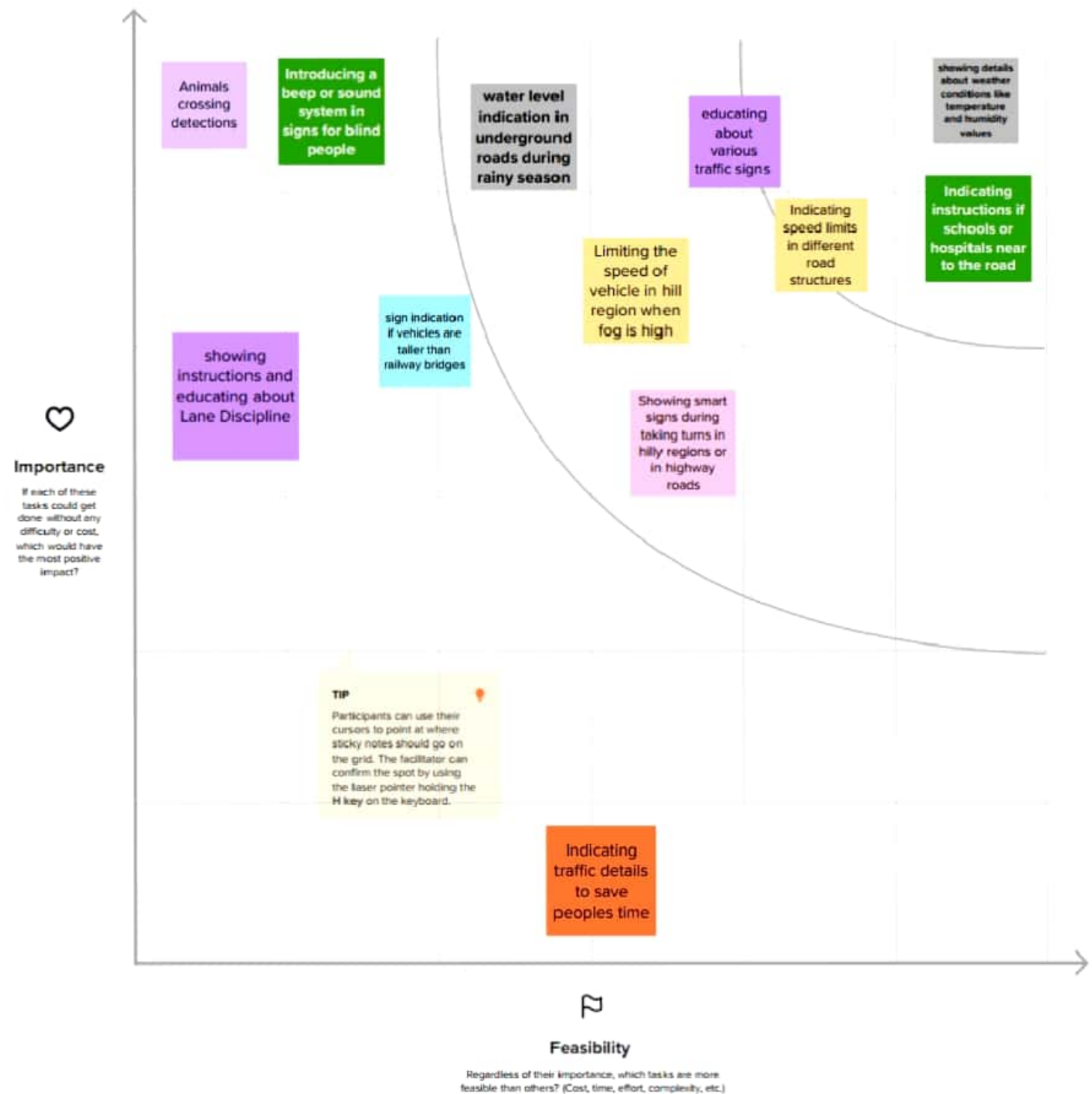
category 10

showing
details in
terms of
emergency
situations

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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