

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID08042
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

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

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 CONVERTS
STATIC SIGNBOARDS TO
SMART SIGNBOARDS
USING A WEB APP PEOPLE
CAN SET THE DATA WHICH
THEY NEED TO DISPLAY
ON THE SIGNBOARD.





Key rules of brainstorming


To run a 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, Idea Listing and Grouping

2

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

10 minutes

SWITHIN ASIR S
Changing the speed limit according to the weather condition
Changing the symbols
Sign boards
Taking the weather report
Taking the survey from public view

SWAPNA V
Getting the details from the RTO office
Always drive with speed limit
Taking the vehicle details
Watchout for drivers on the road
Keep a safe Distance from the vehicle

SNEHA P
In air traffic control
Dont cross the speed limit
Taking the list of danger areas
Always avoid distractions
Keep a safe Distance from the vehicle

THEJASKUMAR
By using the camera, calculating the speed of the vehicle
If the vehicle cross the speed limit, complaint will be booked
Traking the speed of vehicle
Taking the report how many vehicles cross the post
Checking the speed of the vehicles

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

Changing the signs dynamically by using weather API

Checking whether the vehicles crossing the speed limit

Taking the report of vehicles crossed

WE can take the Vehicle details and send it to the RTO for overspeed

TIP
Add customisable tags to sticky notes to make it easier to find, browse, organise, and categorise important ideas as themes within your mind.

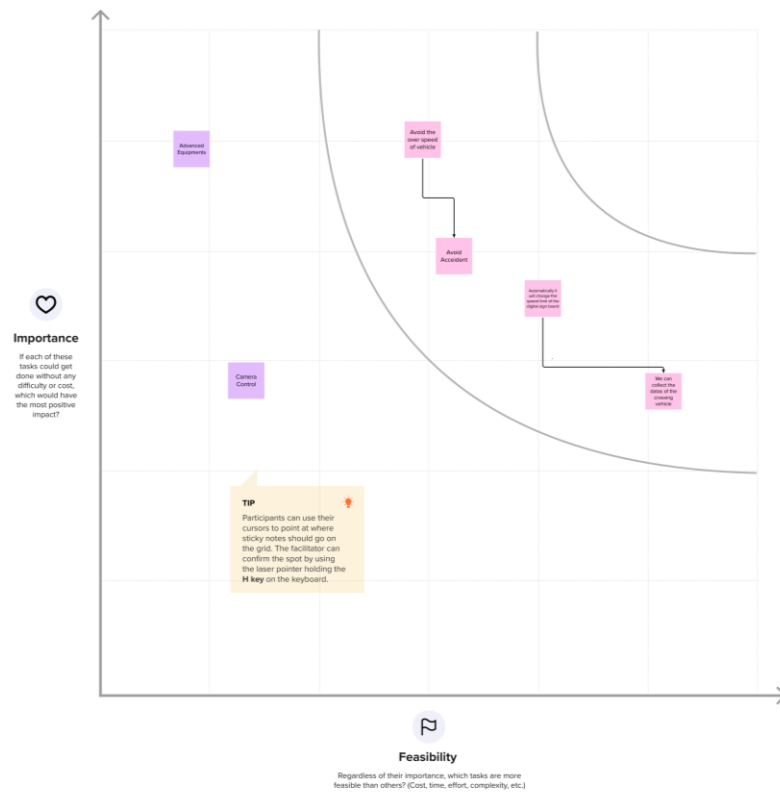
Step-3: Idea Prioritization

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



→

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.
- B 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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