

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 October 2022
Team ID	PNT2022TMID51172
Project Name	Project - 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.

Reference:

<https://app.mural.co/invitation/mural/poornasworkspace9596/1666329310225?sender=u31a2c6b7ae3bcde880532744&key=0fbdb71d-02cf-4087-a3be-38eaacf20a1b>

Step1: Team Gathering, Collaboration and select the problem statement



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 a 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 steps below 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

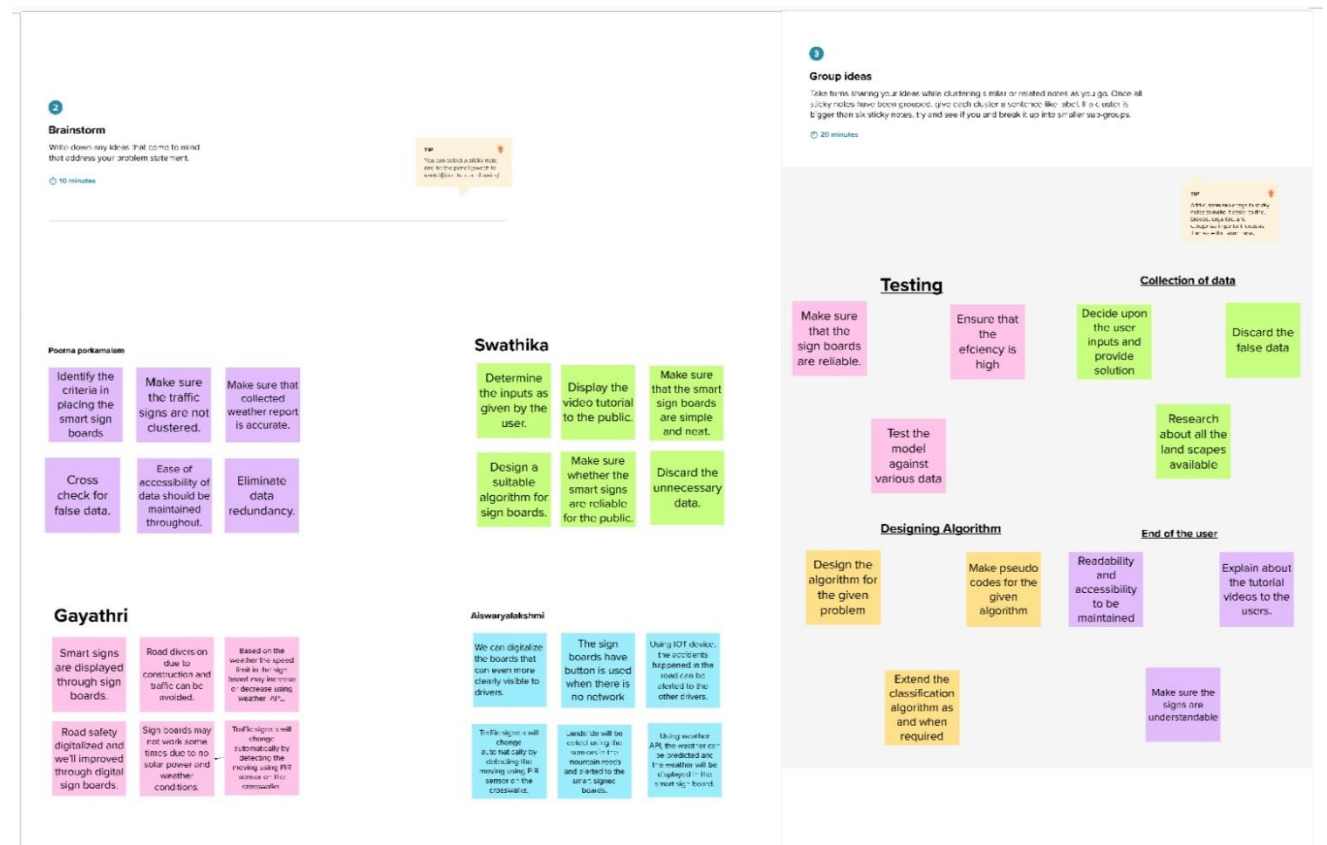
How might we design a smart safety sign board with smart Connected sign board with speed limitations.

Key rules of brainstorming

To run an successful and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgement.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step2: Brainstorm, Idea Listing and Grouping



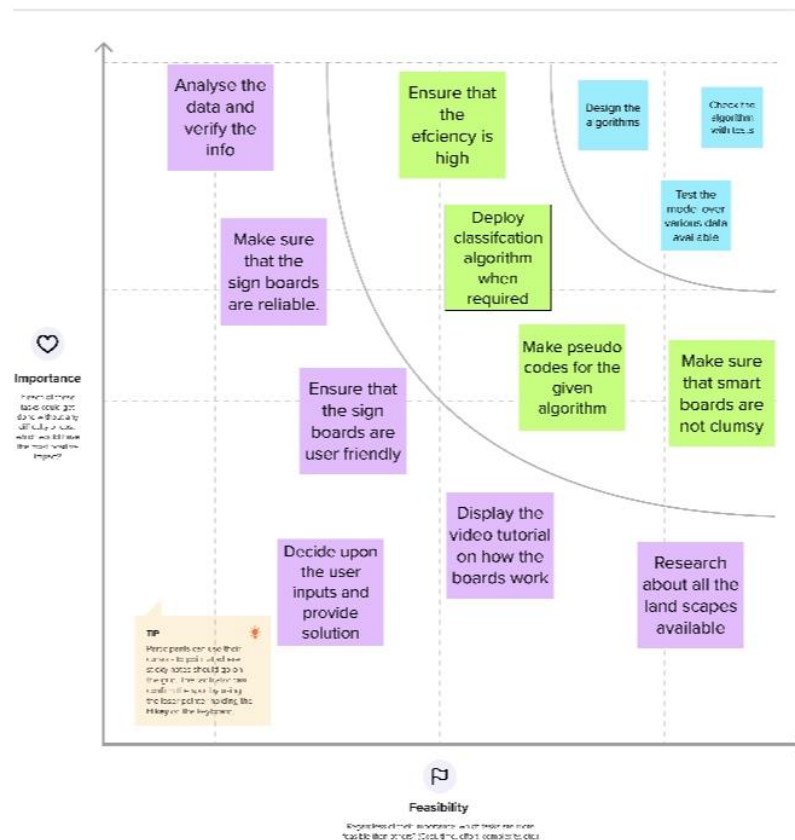
Step 3: Idea Prioritization

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 less so.

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 to your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Map out customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to come up a plan.
[Open the template →](#)

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