

## Ideation Phase

Date	21 October 2022
Team ID	PNT2022TMID51225
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/rsworkspace3113/1663336861920?sender=u617c2a5ea326f4c07b2a0274&key=8b6e1b17-3d34-4a77-8ace-7a8a8018a7de>


**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




### Team gathering

Invite who should participate in the session and send an invite. Share relevant information or pre-work ahead.




### Set the goal


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



### Learn how to use the facilitation tools


Use the facilitation Slidespinner to run a happy and productive session.


 Open article



## 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 signs board with speed limitations





### Key rules of brainstorming


To run an excellent and productive session


 Stay in topic

 Encourage wild ideas

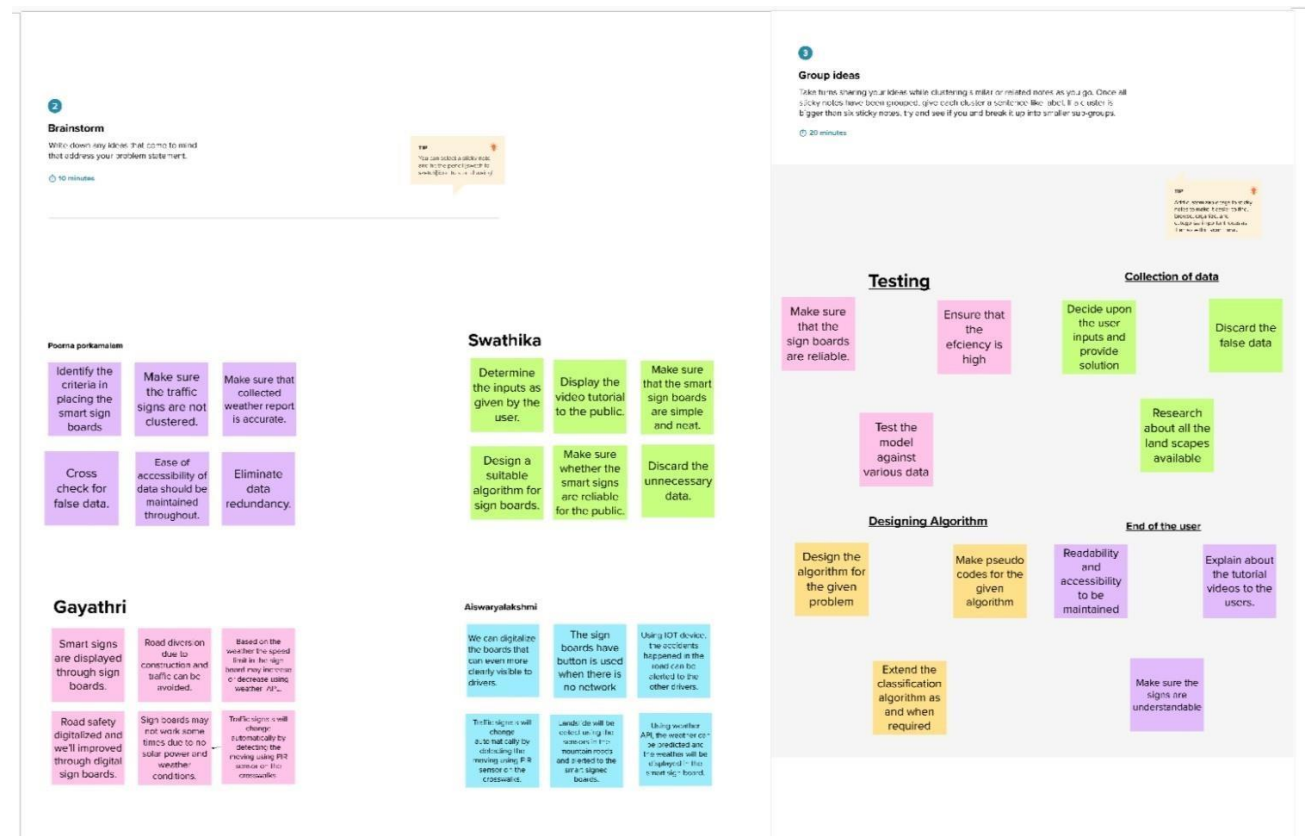
 Defer judgement

 Listen to others

 Go for volume

 If possible, be visual

## Step2: Brainstorm, Idea Listing and Grouping



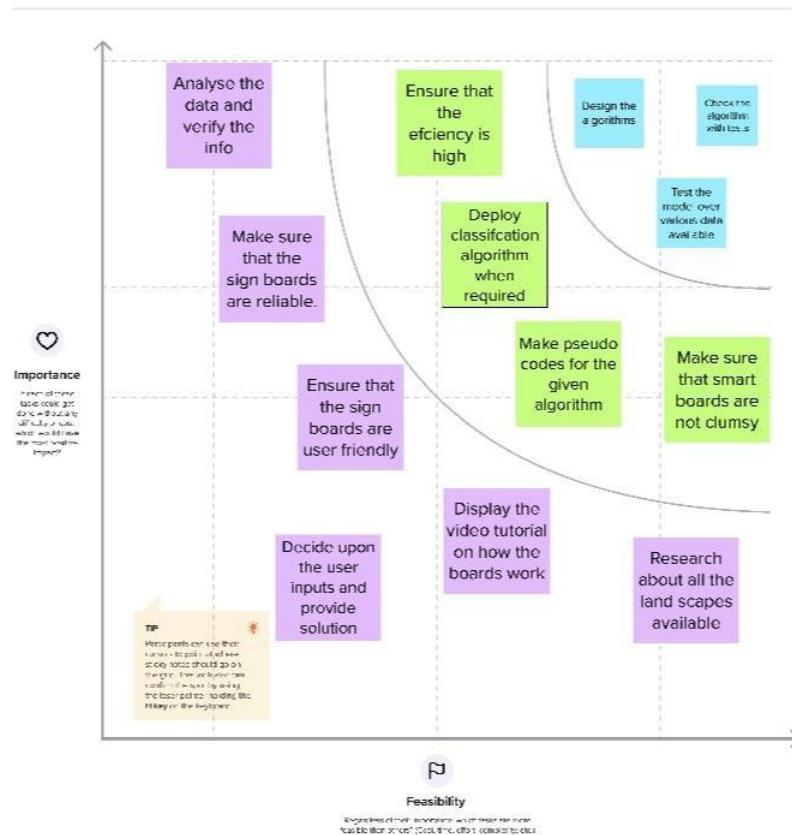
## Step 3: Idea Prioritization

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



5

### 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

1. **Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**  
Export a copy of the mural as a PNG or PDF to share to email, include in slides, or save on 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 →](#)

[Share template feedback](#)