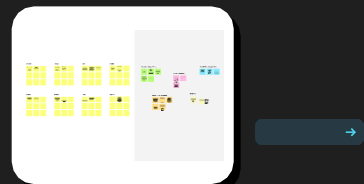# Brainstorm & idea prioritization

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

Share template feedback

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

A Web page is designed for the public where they can book tickets by seeing the available seats.

After booking the train, the person will get a QR code which has to be shown to the Ticket Collector while boarding the train. The ticket collectors can scan the QR code to identify the personal details.
A GPS module is present in the train to track it. The live status of the journey is updated in the Web app continuously
All the booking details of the customers will be stored in the database with a unique ID and they can be retrieved back wien the Ticket Collector scans the QR Code.

2

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!

Pramod

Greater Reliability and Safety

Mahendra

Advanced Analytics For Streamlined Operations

Shankar

Fewer Maintenance Delays

Mavin

Restructured and Optimized Passanger Experince

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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Greater Reliability and Safety

Advanced Analytics For Streamlined Operations

Reduce Downtime

Restructured and Optimized Passanger Experince

Fewer Maintenance Delays

Enhanced Safety

Better Product Development in the Industry

Increased Efficiency

Increased Passanger Satisfaction

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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Data base to store unique information of passenger

QR code generator

GPS Module

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Feasibility
Regardless of their importance, which tasks are more