

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

In present Systems the road signs and the speed limits are Static. But the road signs can be changed in some cases. We can consider some cases when there are some road diversions due to heavy traffic or due to accidents then we can change the road signs accordingly if they are digitalized. This project proposes a system which has digital sign boards on which the signs can be changed dynamically. If there is rainfall then the roads will be slippery and the speed limit would be decreased.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

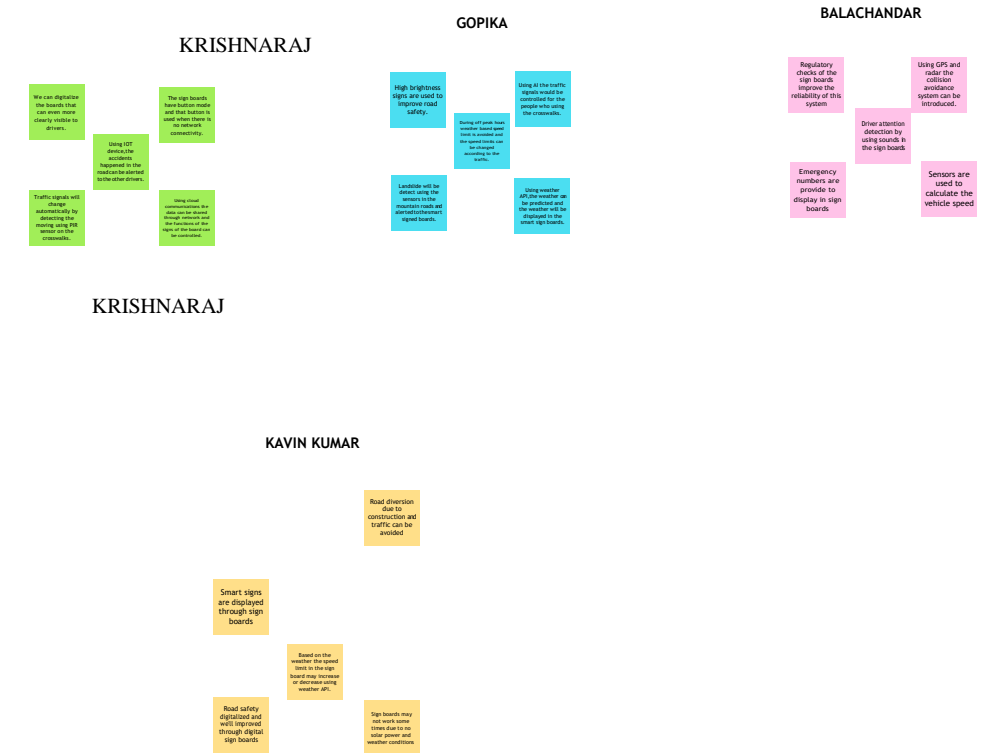
Go for volume. If possible, be visual.

2

Brainstorm

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

🕒 10 minutes



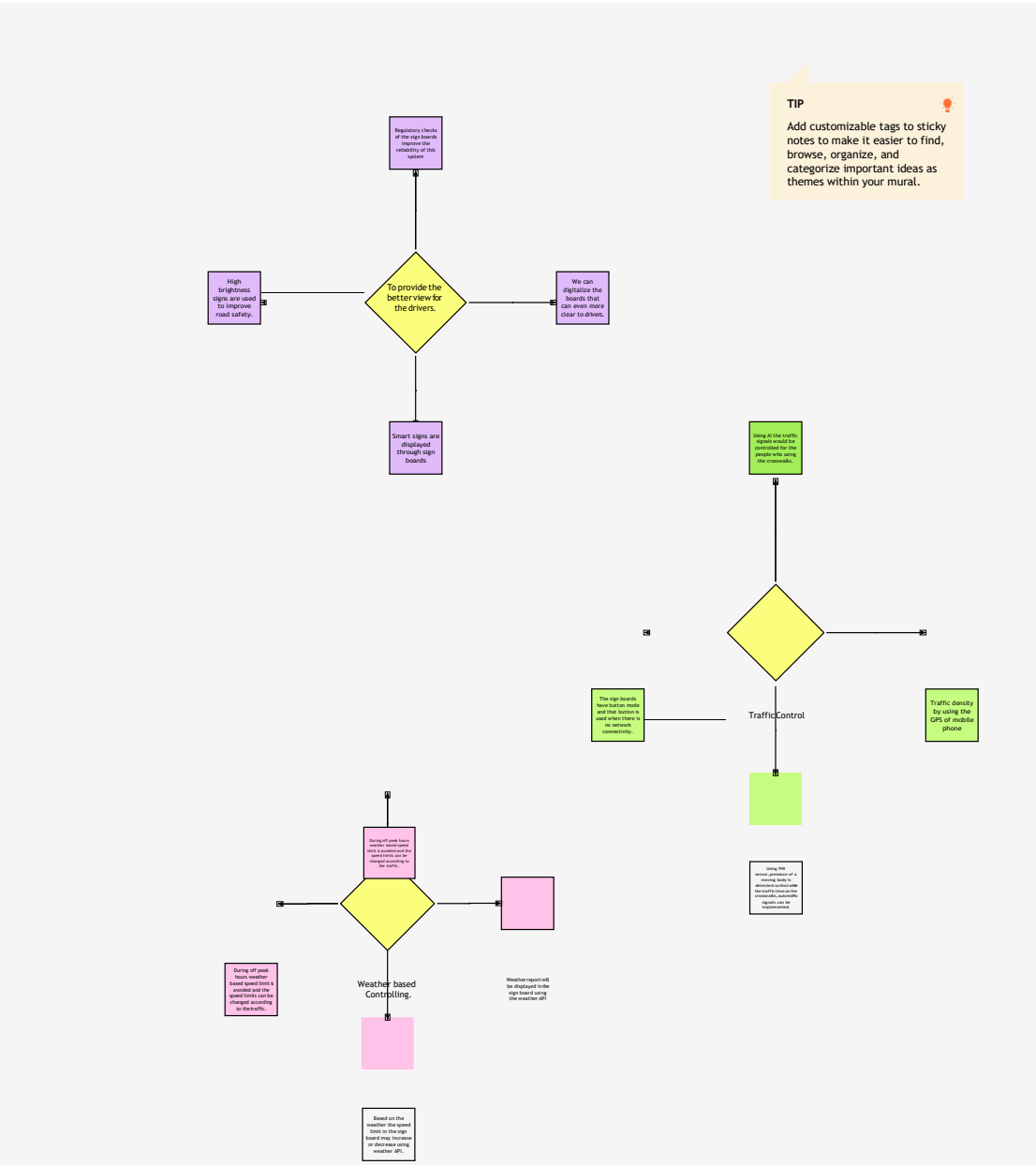
TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

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 and break it up into smaller sub-groups.

🕒 20 minutes

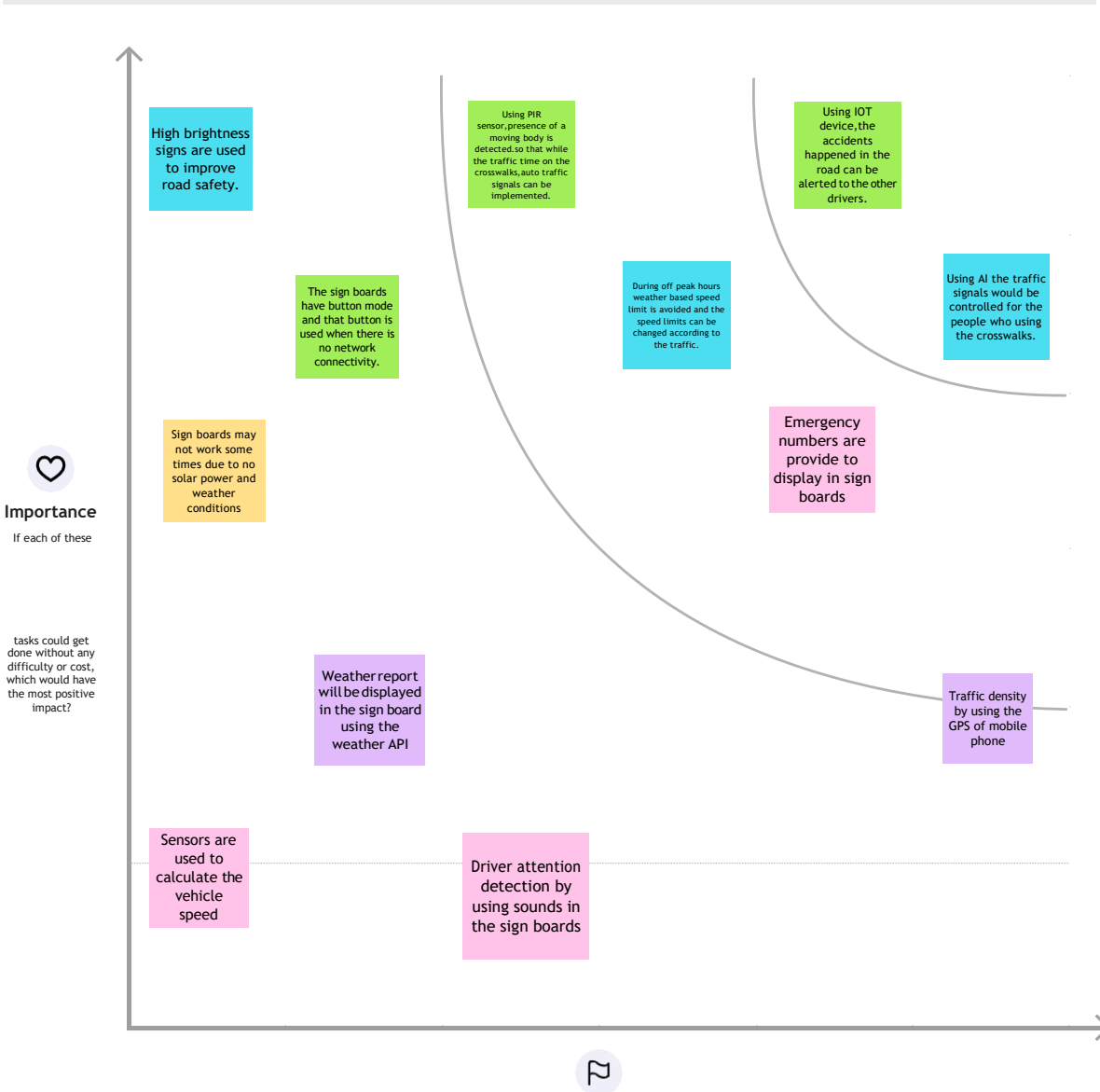


4

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



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)