

Ideation Phase


Brainstorm&Idea Prioritization Template

Date	15 October2022
Team ID	PNT2022TMID30650
Project Name	Smart Solutions for Railways
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.

Step-1: Team Gathering, Collaboration,Select the Problem Statement and Brainstorm



Smart Solutions For Railways

A customer can book their ticket by online at any time. They get their QR-code , where they can track their train.

10 minutes to prepare
1 hour to collaborate
20 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

- Team gathering**
Define who should participate in the session and send an invite. Please inform them in advance or go meet them!
- 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 Superpowers 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.

9 minutes

PROBLEM

1 Making customers to get stuck in queues

2 Time reduced as compared to traditional way

3 Reducing hassle if they miss their train.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Let ideas flow.
- Go for volume.
- If possible, be visual.

Brainstorm

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

10 minutes

NITHYA S

- unique ID is issued
- Validity of tickets
- Secured system
- Ticket access before each coach (with internet)

YOGESHWARI C

- Smart wifi connectivity
- Easy to find Platform
- Design innovation
- Seat booking based on age

SHIVASHALINI S

- E-Card system ability
- Efficient ticket booking
- QR code can be brought easily
- Efficient tracking system

SANDHYA S

- Selecting subject (subject of train/view speed limit)
- Sending SMS when train reach station
- Refunding amount
- Digital Platform

TIP: You can select a sticky note and in the panel beneath the sticky note to start drawing!

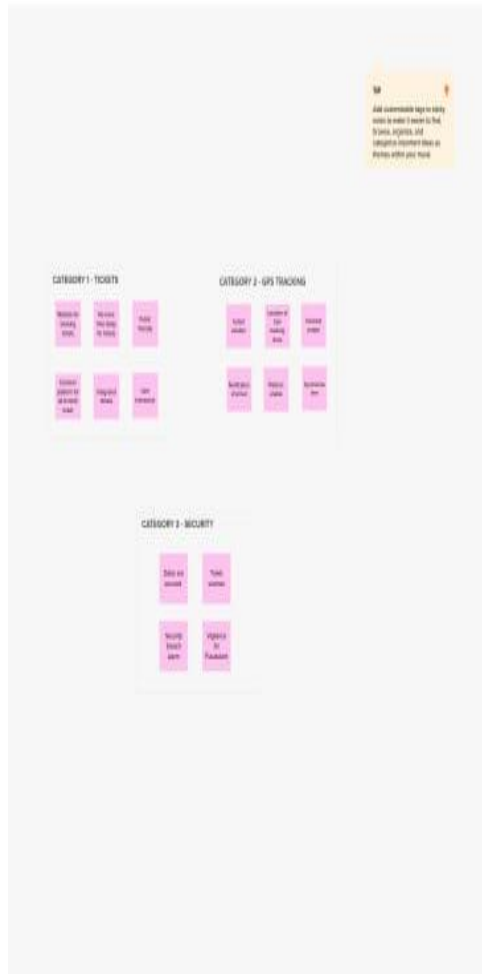
Step-2: Idea Listing , Grouping and Idea Prioritization

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 can 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



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

- Show the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the substance of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to share it with stakeholders, include it in slides, or save it to 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](#)
- Strength, weakness, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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