

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	15 October 2022
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 in creative solutions.

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

Template



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
👤 2-5 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

A

Team gathering

Define who should participate in the session and send an 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 Superpowers to run a happy and productive session.

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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

1.Making customers to get ticket in online
2.Time reduced as compared to traditional way
3.Refunding facility if they missed their train.

Key rules of brainstorming

To run a smooth and productive session

🗨️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗨️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping:

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 (which is sketch) icon to start drawing!

NITHYA S



SHIVASHALINI S



YOGESHWARI C



SANDHYA S



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 customer-like tags to sticky notes to make it easier to find, identify, organize, and categorize important ideas as themes within your board.

CATEGORY 1 - TICKETS



CATEGORY 2 - GPS TRACKING



CATEGORY 3 - SECURITY



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 feasible.

⌚ 20 minutes

