

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 October 2022
Team ID	PNT2022TMID23936
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/t/sameer0072721/m/sameer0072721/1666953202008/8c67f57d594c74a0bd41756434d362cd9d6350f7?sender=u21ad3742d18e50303bc35927>

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

Template



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

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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.

[Open article](#) →

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

To replace the static boards that will change the speed limits according to the weather, climate and show diversion messages if there is accidents in the road and alert messages if there is hospital, schools or any roadworks

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.


⏸️ Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

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 (switch to sketch) icon to start drawing!

Mydeen

Mydeen
Mydeen is a mobile application that helps users manage their tasks and projects. It features a clean, modern interface with a focus on productivity and collaboration.

mohamed Aarifeen

mohamed Aarifeen
Mohamed Aarifeen is a software engineer with a passion for creating innovative solutions. He has extensive experience in web and mobile development, and is currently working on a new project that aims to revolutionize the way we manage our tasks.

Mohamed Ismail

Mohamed Ismail
Mohamed Ismail is a product manager with a focus on user experience and market research. He has led several successful product launches and is currently working on a new feature that will enhance the overall user experience of the application.

Moudeem sameer

Moudeem sameer
Moudeem sameer is a data analyst with a strong background in statistics and machine learning. He has worked on several data-driven projects and is currently working on a new project that aims to optimize the application's performance based on user data.

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

TIP

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

Display system

Display system
The display system is responsible for presenting the data to the user in a clear and concise manner. It includes components such as the user interface, data visualization, and reporting tools.

Controlling System

Controlling System
The controlling system is responsible for managing the flow of data and ensuring that the system operates efficiently. It includes components such as the database, data processing, and control logic.

Accessibility

Accessibility
The accessibility component is responsible for ensuring that the system is usable by all users, regardless of their abilities. It includes components such as the user interface, data visualization, and reporting tools.

Communication

Communication
The communication component is responsible for facilitating the exchange of data between the system and the user. It includes components such as the user interface, data visualization, and reporting tools.



Step-3: Idea Prioritization

4

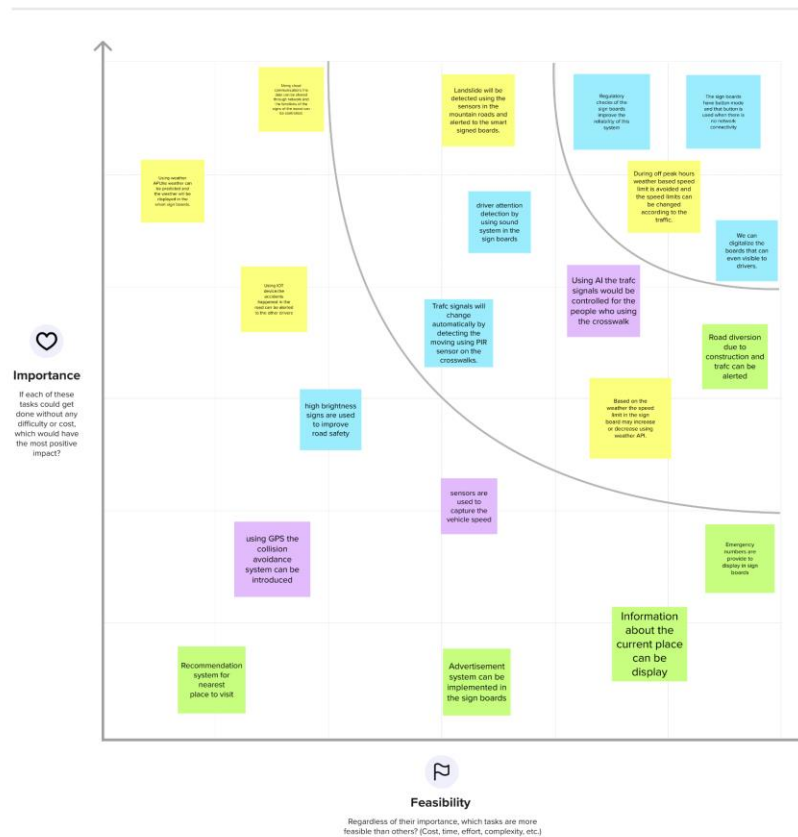
Prioritize

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

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 ID key on the keyboard.



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

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

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