

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Domain	Data Analytics
Team ID	PNT2022TMID16862
Project Name	Traffic and Capacity Analytics for Major Ports
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.

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.

Brainstorm & Idea Prioritization for “Traffic and Capacity Analytics for Major Ports”:

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

# 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

## 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 →

## 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 visualize congestion and freight transportation on rail corridors across major railway ports to get better insight of the port working of port network and to improve the port connectivity.

### Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Share template feedback

## 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!

#### VARSHA.A TRAFFIC CHARACTERISTICS

Track the status of goods

Track the arrival and departure of each port

Accident studies

Traffic volume and capacity studies

#### SOUNDARYA LAKSHMI.A DISTANCE IMPROVEMENTS

To examine areas of frequent accidents

Forecasted traffic

Predicted congestion lengths

Existing congestion

#### SIVA SARASWATHI.M PROPOSED DEVELOPMENTS

Crash history

Signs, markings, and signals

Expected developments

For a roadway construction project

#### VISHALI.R.K LEVEL OF SERVICE

Changes of land of use

Track volume

To examine locations with complicated roadway geometrics

Demand or capacity related

## Step-3: Group Ideas


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 mural.

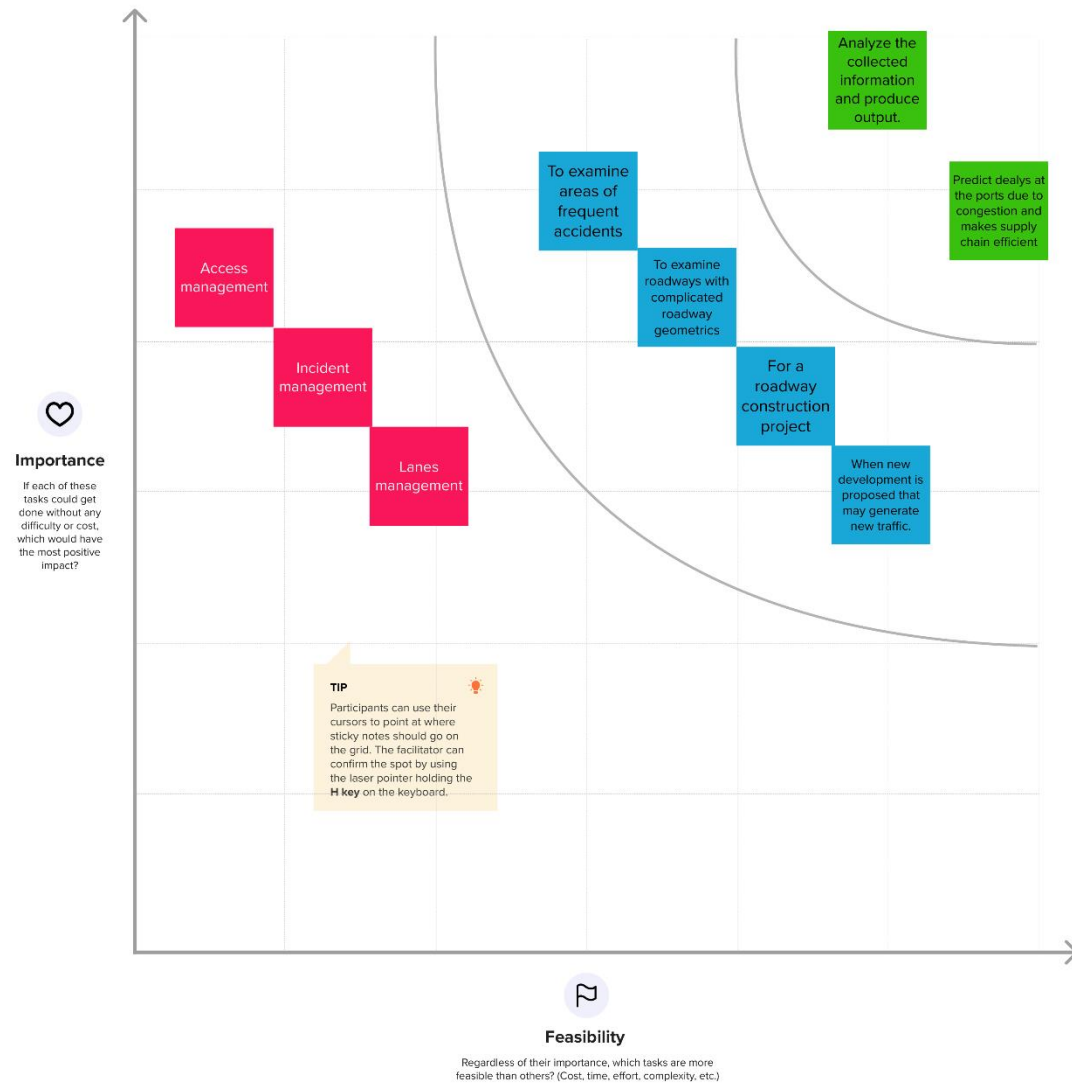
Step-4 Prioritization

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





## 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

A

#### Share the mural

Share a **view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

#### 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 →](#)

---

 [Share template feedback](#)

TEAM MEMBERS:

VARSHA.A (192071107)

SOUNDARYA LAKSHMI.A (192071089)

SIVA SARASWATHI.M (192071088)

VISHALI.R.K (192071115)