

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID27426
Project Name	Project - Signs with Smart Connectivity For Better Road Safety
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

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

🗨 Share template feedback



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. Share relevant information or pre-work ahead.



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.

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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

How might we prevent accidents and misguided directions?



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

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Brainstorm

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

10 minutes

Preethi

Obeying traffic rules	Look out for caution signs	Improving visibility, appropriate headlights and road lightings
Drive extra careful when it rains	Damaged sign boards should be replaced	

Janani

Avoiding overspeeding	Avoiding drunken driving	Avoid driving in bad weather conditions
Always pay attention for signs and follow the correct right-of-way.	Depending on the weather, speed limit sign boards should be changed.	

Malathy

Following speed limits	Do not drink and drive	Know the traffic signs and signals
Roads should be in good condition with proper sign boards	Sign boards should be used correctly during road diversions.	

Nithya

Use of helmets by two wheeler drivers	Use of seat belt and child restraints in cars	Never use mobile phones or ear phones while driving
Drive in the prescribed speed limits on the various roads	Keep your car's lights on when driving at dusk and dawn and during rainy seasons	

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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 can break it up into smaller sub-groups.

20 minutes

Road safety rules

Use of seat belt and child restraints in cars	Use of helmets by two wheeler drivers	Never use mobile phones or ear phones while driving
Do not drink and drive	Avoiding drunken driving	Obeying traffic rules
Know the traffic signs and signals		

Speed Limit

Following speed limits	Drive in the prescribed speed limits on the various roads	Avoiding overspeeding
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Sign boards

Look out for caution signs	Always pay attention for signs and follow the correct right-of-way.	Sign boards should be used correctly during road diversions.
Damaged sign boards should be replaced	Roads should be in good condition with proper sign boards	Depending on the weather, speed limit sign boards should be changed.

Weather conditions

Avoid driving in bad weather conditions	Keep your car's lights on when driving at dusk and dawn and during rainy seasons	Drive extra careful when it rains
Improving visibility, appropriate headlights and road lightings		

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-3: Idea Prioritization

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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

