

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID42572
Project Name	Containment zone Alerting Application
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

Template



Brainstorm & idea prioritization

Containment Zone Alerting Application

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

Share template feedback

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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

🕒 5 minutes

Problem statement:
This application is intended to provide information about containment zone in a particular region by alerting people through continuous monitoring of an individual's location using mobile app.
Containment zones will be identified throughout the country and decided into red, orange & green zones.
Red Zone – Infection Hotspots
Orange Zone – Some Infection Zone
Green Zone – No Infection Zone



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

Sorting the ideas

10 minutes

Deepak Kumar B

1. I will create a mobile app that will help people find the best places to visit in their city.

2. I will create a mobile app that will help people find the best places to visit in their city.

3. I will create a mobile app that will help people find the best places to visit in their city.

Gayathri Devi R.S

1. I will create a mobile app that will help people find the best places to visit in their city.

2. I will create a mobile app that will help people find the best places to visit in their city.

3. I will create a mobile app that will help people find the best places to visit in their city.

Jaya Karthik Kumar R.D

1. I will create a mobile app that will help people find the best places to visit in their city.

2. I will create a mobile app that will help people find the best places to visit in their city.

3. I will create a mobile app that will help people find the best places to visit in their city.

Jaya Priya Dhanashini K

1. I will create a mobile app that will help people find the best places to visit in their city.

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3. I will create a mobile app that will help people find the best places to visit in their city.

3

Group ideas

Ideas got grouped by team

Constraint zones will be identified throughout the country and coded into red, orange & green zones.

Red zone - selection hotspot
Orange zone - Green
Green zone - No
In/Outer Zone

Based on the location a preference will be created within a 100m radius.

The identified constraint zones will be divided for the purpose of activity zones.

The officials can access the user's activity.

Plans will be used by the user using the location service and also through the internet service.

Location data of individuals will be stored in the database (SQL/NO SQL)

Also captures the user's MTS

Tracking the users who are all within the required constraint zones.

Step-3: Idea Prioritization

4

Prioritize

Ideas prioritized

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

- 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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