

## **Ideation Phase Brainstorm & Idea Prioritization Template**

Date	19 October 2022
Project Name	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 number 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

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.

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#### MEMBERS OF IDEATION PROCESS

TEAM LEADER: ANURIMA P.T.

TEAM MEMBERS:  
RAHUL KUMAR  
ANURAG KUMAR  
PRIYANSHU SHARMA

DISCUSSION TOPIC:  
Idea to improve safety elements in road design to provide a better driving experience

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

How might we (your problem statement)?

PROBLEM STATEMENT

Students struggle with road safety caused by the heavy traffic, this is an idea to give a helping hand in traffic management.

Senior citizens find it strenuous to drive in heavy traffic we try to accommodate this situation outside of the car.

Road safety is a critical development priority for South Asia, impacting health, wellbeing and economic growth.

## 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!

### Anupama PH

Limiting the speed of vehicle in hill region when fog is high

Signalling to avoid accidents in connection of service road and bypass road

Water level indication in underground roads during rainy season

Overtake indication

### Ragini kumari

Indicating about road conditions

Showing instructions and educating about Lane discipline

Showing details about weather conditions like temperature and humidity values

Educating about various traffic signs

### Praveen Sharma

Showing safety measures during travelling.

Speed braker indications for vehicle users

Showing speed details to avoid accident

Object detection

### Naveen Kumar Sai T

Sign indication if vehicles are taller than railway bridge

Sign indication in digital mode

Indicating traffic details to save people's time

Animals crossing detection



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

Category 1

Showing  
speed details  
to avoid  
accident

Category 2

Speed braker  
indications  
for vehicle  
users

Indicating  
about road  
conditions

Category 3

Overtake  
indication

Indicating  
about road  
conditions

Category 4

Showing  
safety  
measures  
during  
travelling.



## 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

