

CAPE INSTITUTE OF TECHNOLOGY

LEVINGIPURAM

DEPARTMENT OF ELECTRONICS AND COMMUNICATION  
ENGINEERING

IBM NALAIYA THIRAN

TEAM LEADER:

RAJI M

TEAM MEMBERS:

1.JEBA GNANA

BENCY S

2.PERIYA NAYAKI V

3.THASHNI C

**IDEATIONPHASE**

**BRAINSTORM&IDEAPRIORITIZATION**

**TEMPLATE**

<b>Date</b>	17 September 2022
<b>Project Name</b>	Smart Solutions For Railways
<b>Maximum Marks</b>	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**



## Brainstorm and idea prioritization

**Template** Use templates to create new murals.

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.

- 15 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

[Share template feedback](#)



**Need some inspiration?**  
Get a fresh set of 100 templates to help you brainstorm and create.

[Open examples](#)

01

#### 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

#### 1. Team gathering

Define who should participate in the session and what the goals, deliverables, and objectives are.

#### 2. Set the goal

Focus on the problem you're trying to solve or the goal you're trying to achieve.

#### 3. Learn how to use the facilitation tools

Learn how to use the facilitation tools to help you run a productive session.

[Open article](#)

02

#### 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



## Step-2: Brainstorm, Idea Listing

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!

#### NAVEEN TR

DATA IS SECURED	UNIQUE ID
DATA ARE SECURED	VALIDITY OF TICKETS

#### NITHINRAAJ J

REDUCES LEISURE WORK	EFFICIENT BOOKING SYSTEM
IF TICKETS CAN BE EXCHANGED DAILY BETTER	CREATES SECURITY AND SAFETY

#### NITHINRAJ R

DATA ARE COMPLETED	INTEGRATED TICKETING
USER FRIENDLY	TICKET AVAILABILITY CAN BE ACCESSIBLE

#### KAVI S

BOOKING OF TICKETS CAN BE SIMPLIFIED AND AFFORDABLE	EFFICIENT AND SIMPLE
IF COST REDUCED	COST EFFICIENT

## Step-3: Grouping

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



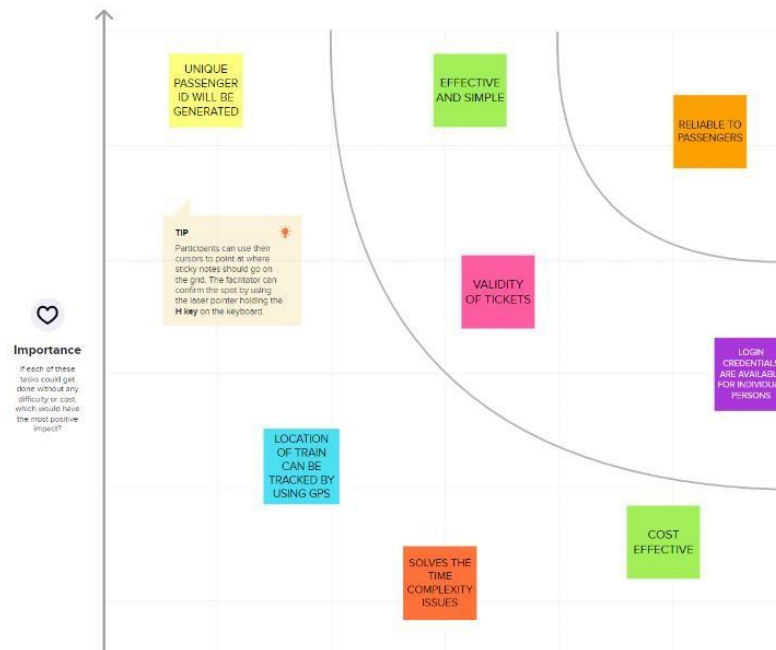
## Step-4: Idea Prioritization

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



→

### 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](#)