

Ideation Phase

Brainstorm & Idea Prioritization Template

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

Define your problem statement

Design a smart connectivity solution for road safety signs that can detect and respond to changing road conditions in real-time, reducing the risk of accidents and improving traffic flow.

Problem

Current road safety signs are static and do not provide real-time information to drivers. This leads to delayed reactions and increased risk of accidents, especially in changing weather conditions or during traffic congestion.

Key areas of customer insight

- Real-time information
- Improved visibility
- Enhanced connectivity
- Reduced accident risk
- Improved traffic flow

Brainstorm

Brainstorm ideas for smart connectivity solutions for road safety signs. Focus on how the solution can detect and respond to changing road conditions in real-time.

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Group ideas

Group ideas into themes and prioritize them based on their potential impact and feasibility. Focus on ideas that can detect and respond to changing road conditions in real-time.

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