

Ideation Phase
Brainstorm & Idea Prioritization Template

Domain	Data Analytics
Team ID	PNT2022TMID18318
Project Name	Traffic and Capacity Analytics for Major Ports
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.

Brainstorm & Idea Prioritization for “Traffic and Capacity Analytics for Major Ports”:

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



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](#) →



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

To visualize congestion and freight transportation on rail corridors across major railway ports to get better insight of the port working of port network and to improve the port connectivity.



Key rules of brainstorming

To run an 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

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

🕒 10 minutes

Gokul

sensors placed at all ports to control potential dangers

maintenance should be made based on predictive approach

redistribute cargo to alternative ports

automated cranes and vehicles to allow shorter time frame

virtual warehousing

Bala

digitize port increases efficiency

smooth communication

rely on other means of transport

management modules give accurate prediction about dangers

cargo redistribution

Royal

no of restriction ease the port

improved organisation with accurate information

lower the risk of equipment unavailability for maintenance

be flexible

try different port location

Deepan

combination of AI & IOT to prevent accidents

cargo redistribution

change is good

intermodal transloading

Step-3: Group Ideas

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



TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

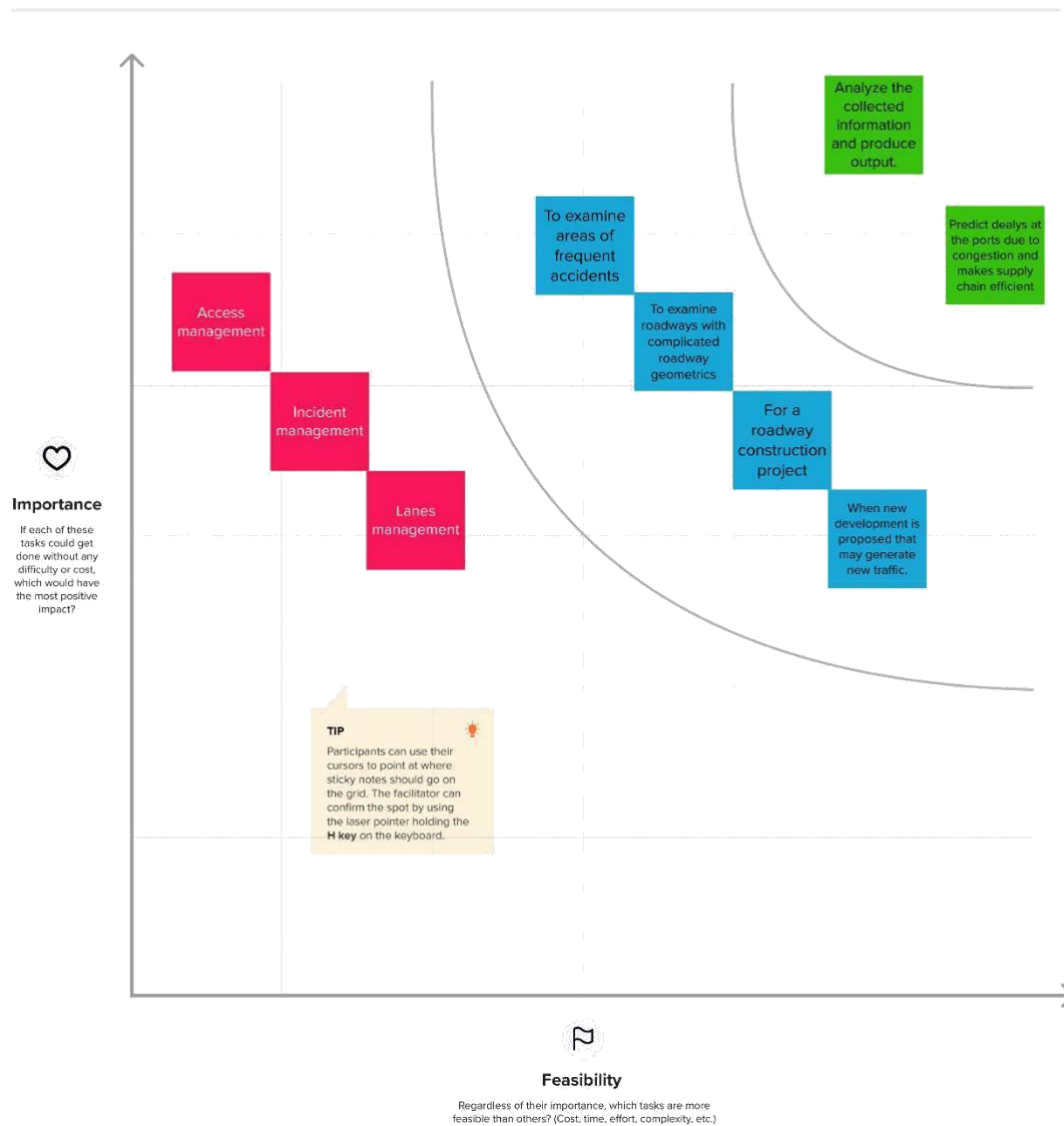
Step-4 Prioritization

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



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 →](#)



[Share template feedback](#)

TEAM MEMBERS:

GOKULKRISHNAN T (191919102044) TEAM LEAD

CHEREDDY BALA VENKATA KRISHNA REDDY (1919102028)

DEEPAN CHANDAR R (1919102030)

ARLA VENKAT ROYAL (1919102015)