

## Ideation Phase

|               |                              |
|---------------|------------------------------|
| Date          | 19 September 2022            |
| Team ID       | PNT2022TMID03711             |
| Project Name  | Smart Solutions For Railways |
| 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://app.mural.co/invitation/mural/smartsolutionforrailways9568/1666117805002?sender=u42a11bf943a7170711445994&key=64c642f9-5a2d-4aa4-92cf-6a9cf3d06354>

### 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

➔

## 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

## 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

2

## Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay on topic.

💡 Encourage wild ideas.

👂 Defer judgment.

👂 Listen to others.

📣 Go for volume.

👁️ If possible, be visual.

📄 Share template feedback

### 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.

SHAJIVAN

|                                |  |                                    |
|--------------------------------|--|------------------------------------|
| Live guide to the Great Oceans | Field guide to the Great Oceans          | What are the Great Oceans?         |
| Add income to your digital ads | How do you make money from your website? | Get best results from your website |

AJAY SRIRAM

|  |                            |                                  |
|--|----------------------------|----------------------------------|
| Public expenses (million of €)             | Public income and expenses | Regional accounts (million of €) |
| Current and capital expenses of investment | Expenditure                | Regional accounts (million of €) |

ESHVAR

|  |   |                                 |
|--|---|---------------------------------|
| It's not only<br>a matter of<br>size but<br>of<br>complexity | It's not<br>only a<br>matter of<br>size but<br>of<br>complexity | Complexity<br>is<br>not<br>size |
| Complexity<br>is<br>not<br>size                              | Complexity<br>is<br>not<br>size                                 | Complexity<br>is<br>not<br>size |

## ANEBARASAN

[illegible]

## 2

### Group ideas

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.

```

graph TD
    A[1. Secure access to data] --> B[2. Notify about monthly bill payments]
    B --> C[3. Track expenses]
    C --> D[4. Send Email about on-exceeding expenses]
    D --> E[5. Detailed report at the end of each month]
    E --> F[6. Create reports]
  
```

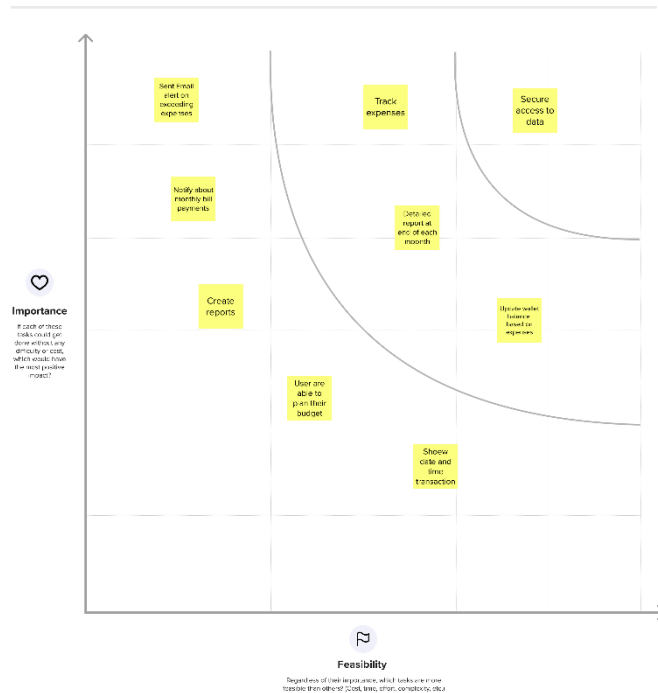
## Step-3: Idea Prioritization

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



5

### 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](#)