

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID21418
Project Name	Project - 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 amount of creative solutions.

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
- 3-8 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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

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 give timely updates on the situation ahead (warnings, diversions, speed change etc.) for a road transport driver?

Key rules of brainstorming

To run an smooth and productive session

- Step in to help
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Need some inspiration?

Get a focused session with inspiration and feedback from others.

[Open session](#)

PROBLEM STATEMENT:

To give timely updates on the situation ahead (warnings, diversions, speed change ,etc) for a road transport driver .

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

SHAKINSHA .M

smart roads - we can track vehicles and adjust traffic lights based on traffic conditions, helping prevent accidents

PRIYADHARSHINI . R

we can replace sign boards with smart connectivity indications

THILLAI NIVETHA .A

sign boards should be able to give speed changes based on the weather conditions

DHANUSHYA . J

the sign boards should also include diversion signs during fatal situations

SHAKINSHA .M

yes as we go ,we can use other mode of operations using help buttons too .

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 and break it up into smaller sub-groups.

20 minutes

Replace the static signboards, smart connected sign boards .

Based on the weather changes the speed should increase or decrease.

Based on the traffic and fatal situations the diversion signs are displayed.

Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly.

Different modes of operations can be selected with the help of buttons

Step-3: Idea Prioritization

MEMBERS	IDEAS	REVIEW
M.SHAKINSHA	Smart roads(traffic lights)	Good but solves only one part of the problem.
R.PRIYADHARSHINI	Smart sign boards with smart connectivity	Excellent . Not clear about the solution.
A.THILLAI NIVETHA	Sign boards changes speed	Good idea . This also comes under

	according to weather conditions	smart connectivity.
J.DHANUSHYA	Sign boards with timely updates of diversions signs and warnings	Good idea. This also comes under smart connectivity.

FINAL SOLUTION FOR THE PROBLEM STATEMENT:

- To replace the static signboards, smart connected sign boards are used.
- These smart connected sign boards get the speed limitations from a web app using weather API and update automatically.
- Based on the weather changes the speed may increase or decrease.
- Based on the traffic and fatal situations the diversion signs are displayed.
- Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly.
- Different modes of operations can be selected with the help of buttons.