

# 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.



PROBLEM This project will replace the static boards to smart signed boards that will change the speed limits according to the weather climate and show diversion messages if there is accidents in the road and alert messages if there is hospital, schools or any roadworks.



# Key rules of brainstorming

To run an smooth and productive session



Defer judgment.

Calculate Listen to others.







# 





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

① 10 minutes



# **GOKULSELVAN S**

# LANCE MERVYN RA









JEYARAM S

























# Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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.

① 20 minutes

# **GOVINDHA VASAN P**



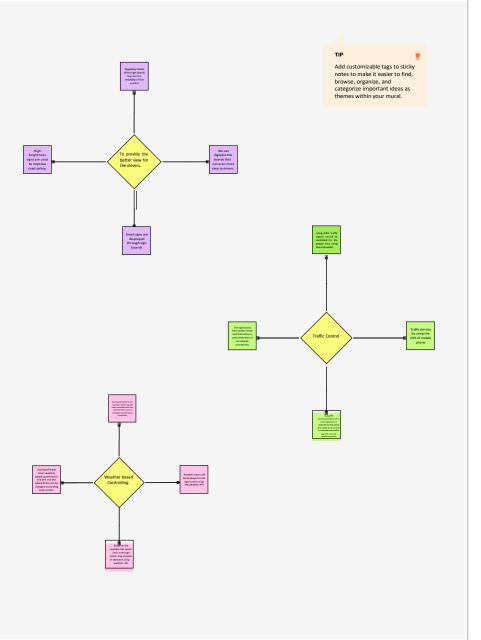


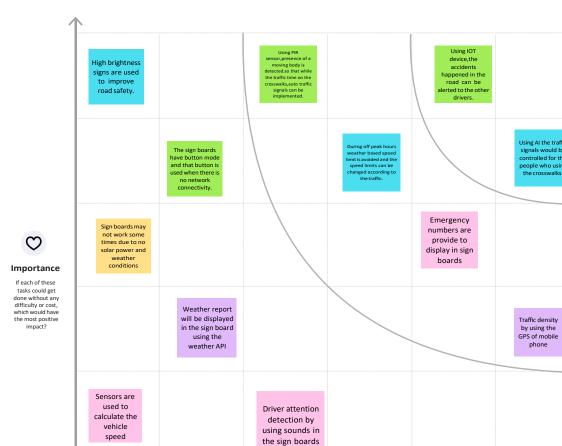


# Prioritize

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.

0 20 minutes







## Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)