


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	1 OCTOBER 2022
Team ID	PNT2022TMID29179
Project Name	Signs With Smart Connectivity for Better Road Safety
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



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

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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 ➔

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

In present system the road signs are static but it should change some climatic changes and fatal situations



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.

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 button to sketch on to that drawing!

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

```

graph LR
    A[Smart Signage] --- B[Smart Signage]
    A --- C[Smart Signage]
    A --- D[Smart Signage]
    A --- E[Smart Signage]
    B --- B1[Implementation of smart connected sign boards]
    B --- B2[Requesting the user to obey road safety rules]
    B --- B3[Placing number of sign boards on the road sides to alert drivers]
    B --- B4[Keep speaking about the dangers of traffic]
    C --- C1[Sign boards are changed, based on the weather conditions]
    C --- C2[Replacing static sign boards]
    C --- C3[Preventing wrong way crashes]
    C --- C4[Connectivity to improve the way strategic road network]
    D --- D1[Combating poor visibility]
    D --- D2[Widening the roads]
    D --- D3[Increase the cost efficiency]
    D --- D4[Smart connection between vehicles will minimize accidents]
    E --- E1[Intimate the Bad weather]
    E --- E2[Provide High quality visibility signs]
    E --- E3[Always drive only in the permissible direction on the road]
    E --- E4[Implementing IOT devices with live weather]
    F[Obey traffic rules and regulations]
    G[Preventing the Accidents]
    H[Based upon the weather speed should be varied]
    I[Implementing smart dynamic sign boards]
    J[Improved road safety]
    K[Intimate to avoid drunk and drive]
    L[Preventing wrong way crashes]
  
```

Smart Signage

- Smart Signage
 - Implementation of smart connected sign boards
 - Requesting the user to obey road safety rules
 - Placing number of sign boards on the road sides to alert drivers
 - Keep speaking about the dangers of traffic
- Smart Signage
 - Sign boards are changed, based on the weather conditions
 - Replacing static sign boards
 - Preventing wrong way crashes
 - Connectivity to improve the way strategic road network
- Smart Signage
 - Combating poor visibility
 - Widening the roads
 - Increase the cost efficiency
 - Smart connection between vehicles will minimize accidents
- Smart Signage
 - Intimate the Bad weather
 - Provide High quality visibility signs
 - Always drive only in the permissible direction on the road
 - Implementing IOT devices with live weather
- Obey traffic rules and regulations
- Preventing the Accidents
- Based upon the weather speed should be varied
- Implementing smart dynamic sign boards
- Improved road safety
- Intimate to avoid drunk and drive
- Preventing wrong way crashes

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

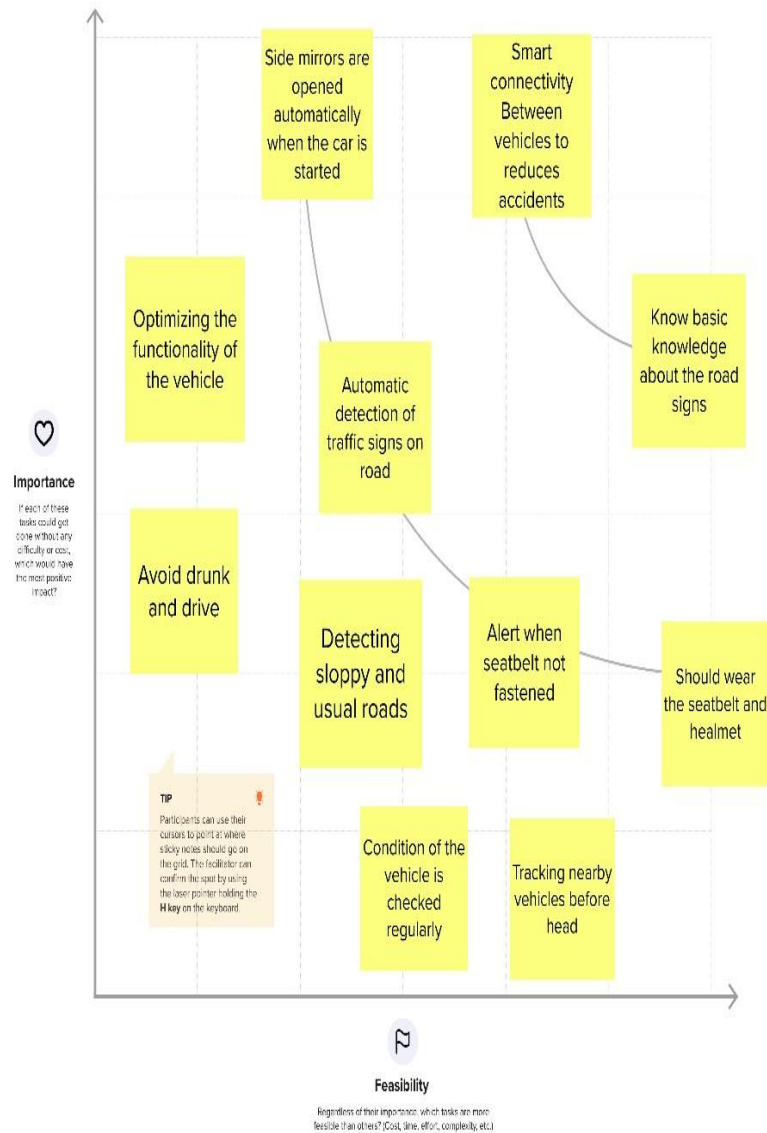
Step-3: Idea Prioritization

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



➔

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 →](#)

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