

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID38788
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

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 →

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.

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 category and hit the green pencil to start drawing.

Ganesh K	Akshaykumar S	Arunkumar A	Amanullah R
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
Sign boards are changed, based on the weather conditions	Provide High quality visibility signs	Always drive only in the permissible direction on the road	Implementing IOT devices with live weather
Combating poor visibility	Replacing static sign boards	Preventing wrong way crashes	Connectivity to improve the way strategic road network
Intimate the Bad weather	Widening the roads	Increase the cost efficiency	Smart connection between vehicles will minimize accidents

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

Obey traffic rules and regulations

Based upon the weather speed should be varied

Implementing smart dynamic sign boards

Intimate to avoid drunk and drive

Preventing wrong way crashes

Preventing the Accidents

Improved road safety

TIP
Ask each group to group their ideas into 3-4 broad categories and consider if more needs to be added with your team.

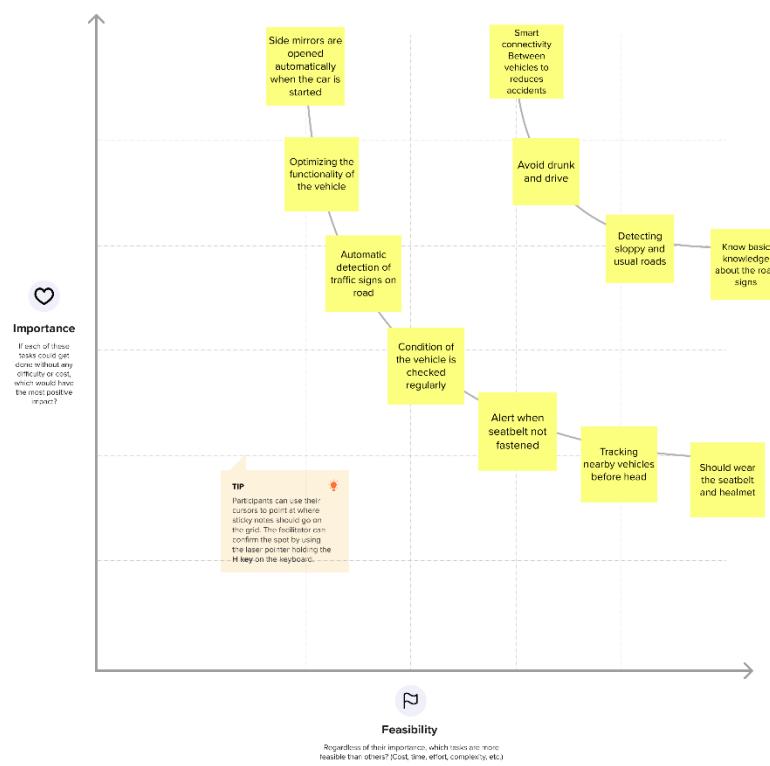
Step-3: Idea Prioritization

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