

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID14814
Project Name	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.

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://www.mural.co/templates/empathy-map-canvas>



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


As the population is goes on increasing and it involves rapid growth of vehicles. The chance of occurring danger also is increased. As people find it difficult to cope up with the traffic, and also there are many vehicles are there which leads to many high risk road accidents.



Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.

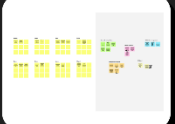
 Encourage wild ideas.

 Defer judgment.

 Listen to others.


 Go for volume.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) 

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!

Ajai Balaji P

Limiting the speed of the vechile

Understanding the road sign

Rash driving need to avoided

Avoid Drunk and driving

Ensures safety measures

Indication of seatbelt if it is not used

Sensor need to be implemented to avoid reaching speed limit

Easy to access road condition

Optimising the functions of the vechile

Manage Stress

Drive the vechile in correct speed limit

Roads need to be in good condition

Vamsi Krishna D

Automatic detection of traffic light

Vechiles need to detect traffic light and need to response it

Minimising the use of own vechiles

Use of pubic transport

Speed need to reduced while driving in schools

Use of helmets is important

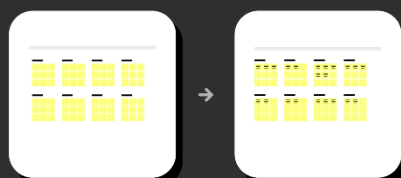
Avoid using mobile while driving

Be strict with in control of vechile

Detection of turning

Shutdown of vehicle when it is out of control

Gowshik Ram S



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

TIP

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

Implementations
of our Projects
ensures easier
transportation
without delay

Static
Signboards
replaced and
Smart
Signboards are
used

Smart
Parking
Detection

Ensures
Safety

To Build a
Python Code

It will shows the
speed limit for
vehicles near
Schools and
other Places

Maximum
Protection

Sensor are implemented to
ensure safety

It will alert the user
when it is over
speed



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.
- E 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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