

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 October 2022
Team ID	PNT2022TMID14966
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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Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example →](#)

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 growing, car 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 it causes many accidents which leads to many negative road accidents. Implementations of our Projects ensures easier transportation without delay.



Key rules of brainstorming

To run a 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 sticky note and hit the pencil [switch to sketch] icon to start drawing!

JEGAN S

Avoid Drunk and Driving	Ensures safety measures	Drive the vehicle in correct speed limit
Manage stress	Roads need to be in good condition	

HARIKRISHNAN T

Bash driving need to be avoided	Understanding the road sign	Optimizing the functions of the vehicle
Use of Helmets properly	Indication of seat belt	

KIRTHIK SARAN P

Use of public transports	Speed need to be reduced near schools	Detection of turning
Avoid using mobile while driving	Service your car regularly	

MANOJ KUMAR M

Automatic detection of traffic light	Minimizing the use of own vehicles	Do not cross the speed limits.
Maintain lane discipline.	Maintain a safe distance.	



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

The image shows a digital interface for organizing ideas. At the top, there are three main sticky notes: "Smart Parking Detection" (blue), "Static Dashboard Monitoring Smart Sensors are used" (green), and "To Build a Python Code" (blue). Below these are six more notes arranged in two rows of three: "It will alert the user when it is over speed limit" (yellow), "It will show the speed limit to vehicles near Schools and other Places" (purple), "API Updates the Speed Limitations" (yellow), "To Build a Python Code" (blue), "Implementation of our Projects ensures easier transportation without delay" (pink), and "Give way for emergency vehicles" (light green). To the right of the notes is a yellow "TIP" box with a lightbulb icon containing the text: "Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural."

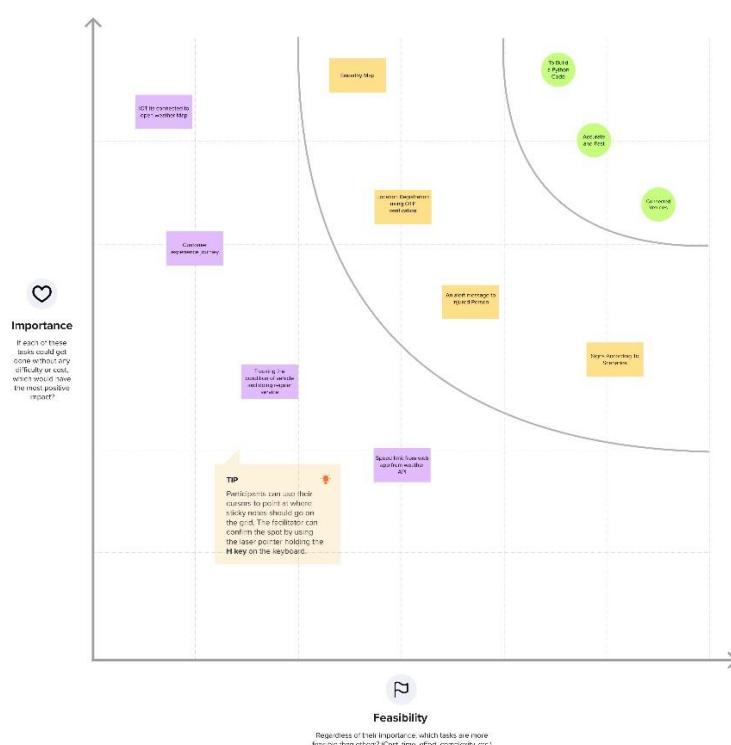
At the bottom, there is a dark rectangular area containing three white rounded rectangles arranged horizontally, each containing a grid of yellow sticky notes. Arrows between them indicate a sequential process: from a single cluster to a larger cluster, and finally to a fully developed cluster with internal connections.

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 →](#)

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