

## Ideation Phase

### Brainstorm & Idea Prioritization Template

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Project Name	Smart Solutions For Railways
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

➔

#### 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

How might we book tickets using QR Code in railway ticket booking system?

PROBLEM

How might we get the details of the passengers?

PROBLEM

How might we track the location?

PROBLEM

How might we get the unique ID?

2

#### Key rules of brainstorming

To run a smooth and productive session

➕

Stay in topic.

➕

Defer judgment.

➕

Go for volume.

💡

Encourage wild ideas.

👂

Listen to others.

👁️

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 drawing) icon to start drawing.

**MONISH KUMAR**

- CASE OF ACCESSIBILITY
- UNIQUE ID IS ISSUED
- DATAS ARE SECURED
- VALIDITY OF TICKETS

**SUBA LAKSHMI**

- REDUCES LABOUR WORK
- EFFICIENT BOOKING SYSTEM
- QR CODE CAN BE BOUGHT EASILY ANYTIME
- GREATER RELIABILITY AND SAFETY

**JAYA KUMARAN**

- DATAS ARE CONFIDENTIAL
- INTEGRATED TICKETING
- USER FRIENDLY
- TICKET AVAILABILITY CAN BE ACCESSABLE

**KOKILA**

- LOCATION OF TRAIN CAN BE VIEWED USING GPS MODULE
- EFFICIENT AND SIMPLE
- QR CODE ACCESSIBILITY
- COST EFFICIENT

### 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

**TICKET**

- EFFICIENT BOOKING SYSTEM
- VALIDITY OF TICKETS
- INTEGRATED TICKETING
- ONLY REGISTERED USER CAN BOOK TICKETS

**DATA SECURITY**

- DATAS ARE SECURED
- DATAS ARE CONFIDENTIAL
- DATA WILL BE SAFE

**GPS LOCATION TRACKING**

- GPS FACILITIES
- GPS FACILITY IS USED FOR VALIDATION OF TICKETS
- LOCATION OF TRAIN CAN BE TRACKED BY USING GPS MODULE

**UNIQUE ID FOR PASSENGERS**

- UNIQUE ID IS ISSUED
- UNIQUE PASSENGER ID WILL BE GENERATED
- LOGIN CREDENTIALS ARE AVAILABLE FOR INDIVIDUAL PERSON

**TIP**

Add customizable 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

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

**Importance**

If each of these items could get done without any difficulty or cost, which would have the most positive impact?

- UNIQUE PASSENGER ID WILL BE GENERATED
- EFFECTIVE AND SIMPLE
- RELIABLE TO PASSENGERS
- VALIDITY OF TICKETS
- LOCATION OF TRAIN CAN BE TRACKED BY USING GPS
- LOGS CREDENTIALS ARE AVAILABLE FOR INDIVIDUAL PERSONS
- SOLVES THE TIME COMPLEXITY ISSUES
- COST EFFECTIVE

### 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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