


Ideation Phase Brainstorm & Idea Prioritization Template

Date	12 October 2022
Team ID	PNT2022TMID07803
Project Name	Signs with Smart Connectivity for Better Road Safety
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

All the team members are invited to participate in this session so as to gather more knowledge about our project.

B

Set the goal

There are much more road accidents happened in the last year because of uncontrolled speed and road conditions.

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

The road conditions on our city might be lead to accident and there is some physical sign boards to intimate the speed limit.

⌚ 5 minutes

PROBLEM

How might we replace physical sign boards with digital sign boards and help the drivers to avoid accidents due to road conditions?



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.



Need some inspiration?

See a finished version of this template for inspiration 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!

Person 1	Person 2	Person 3	Person 4
LED displays can be used to change signal dynamically.	Accidents can be prevented by monitoring the road condition	Roads can be made to communicate with the vehicles using some sensors.	IoT device can be used for those sensor communication.
Person 5	Person 6	Person 7	Person 8
It will be easy for the driver when there is dynamic digital signs.	Digital signs can be directly passed to the car's itself.	Humidity sensor and temperature sensor can be used to detect the wetness in the roads	Pits and holes/landings can also be intricated to the car.

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 and break it up into smaller sub-groups.

20 minutes



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

