

Ideation Phase


Brainstorm & Idea Prioritization

Template

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|---------------|-----------------------------|
| Date | 29 october 2022 |
| Team ID | PNT2022TMID01593 |
| Project Name | Smart Solution for Railways |
| 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

1

Team gathering

Define who should participate in the session and send an invite. Share relevant information to pre-work ahead.

2

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a flippin' and productive session.

Open guide

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 can we define a new system for the user and give them a simple way to track their personal experience?

20

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 attach sticky notes and fit the postcard into sticky notes to show sharing

Storyboard 8 B

Storyboard 9

Storyboard 10

Storyboard 11

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.

10 minutes

Secure Access to data

Notify about monthly bill payments

Track expenses

Send email alert on exceeding expenses

Detailed report at end of each month

Create reports

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

