



# 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 [your problem statement]?  
Nowadays road signs and speed limits are static, road signs and speed limits can't be changed in some cases. If we replace static signs with dynamic signs, the signs can be changed at any time and anywhere, even we can change the signs during a sudden change in weather conditions or if any accidents happened we can change the signs & tell the people to have another route or direction. If we replace ordinary signs with smart signs a large number of happening accidents can be reduced and we can save a lot of time by reducing the traffic. Even this type of system is helpful for education and medical institutions.



### 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.

## 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!

Kamaraj

Indicating instructions if schools or hospitals near to the road

showing safety measures during travelling. for example: seat belts etc...

indicating about road conditions

educating about various traffic signs

showing instructions and educating about Lane Discipline

showing details about weather conditions like temperature and humidity values

Logesh

Indicating traffic details to save peoples time

Indicating speed limits in different road structures

indication of four way junction

Animals crossing detections

showing details in terms of emergency situations

indication of railway roads

Sree harish

Showing smart signs during taking turns in hilly regions or in highway roads

water level indication in underground roads during rainy season

Limiting the speed of vehicle in hill region when fog is high

Indication of vehicle entry from normal road to highway

overtake indication

sign indication if vehicles are taller than railway bridges

Introducing a beep or sound system in signs for blind people

Indicating the roaming wild animals in forest roads

signalling to avoid accidents in connection of service road and bypass road

sign indications in digital mode

speed braker indications for vehicle users

showing speed details to avoid accidents

Thilakbalaje

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

Category 1

Category 2

category 3

category 4

category 5

indication of  
four way  
junction

indication of  
railway  
roads

indicating  
about road  
conditions

showing  
speed details  
to avoid  
accidents

Indication of  
vehicle entry  
from normal  
road to  
highway

speed braker  
indications  
for vehicle  
users

Indicating the  
roaming wild  
animals in  
forest roads

signalling to  
avoid accidents  
in connection of  
service road and  
bypass road

category 6

category 7

category 8

category 9

category 10

overtake  
indication

showing safety  
measures during  
travelling.  
for example:  
seat belts etc...

sign  
indications  
in digital  
mode

showing  
details in  
terms of  
emergency  
situations

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



#### Share the mural

**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.



#### 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 →](#)



[Share template feedback](#)