

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID36465
Project Name	Traffic and capacity analytics for major ports
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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➡

#### 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.

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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  
1. Increase Economic Output?  
2. Cost of Freight?  
3. Frequency of Freight?  
4. Deal with unattended freight goods?


Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.


 Discourage wild ideas.

 Defers judgment.

 Listen to others.

 Go for volume.

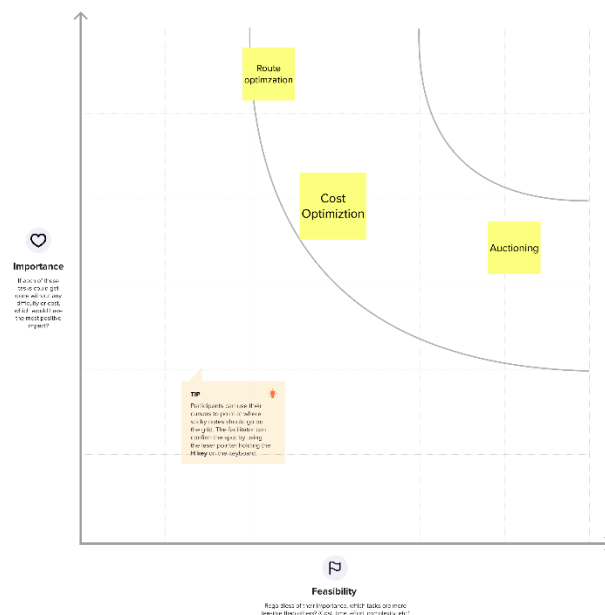
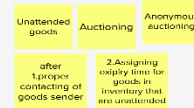
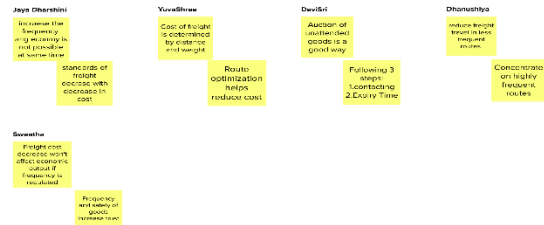
 If possible, be visual.



Need some inspiration?  
See a bunch of examples of this template to inspire your work.

[Open example](#) ➡

### Step-3: Idea Prioritization



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