

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 October 2022
Team ID	PNT2022TMID49090
Project Name	Smart Solutions For Railways
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

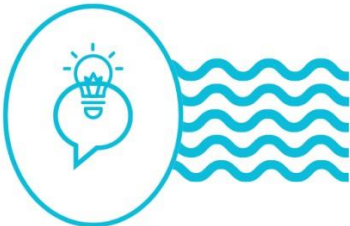
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, 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 prioritisation

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 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 brainstorm 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 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?

Step-2: Brainstorm, Idea Listing and Grouping

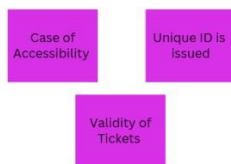
2

Brainstorm

Write down any ideas that comes to mind use to address your problem statement

🕒 10 minutes

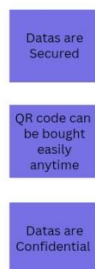
AbdulKalam



Anandhan



Gowthamkumar



Kiruthickrosan



Indraprasanth



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

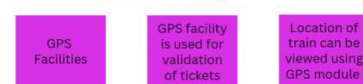
Ticket



Data Security



GPS Location Tracking



Unique ID for Passengers



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 and to determine which ideas are important and important and which are feasible

20 minutes

