


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID30307
Project Name	Signs With Smart Connectivity For Better Road Safety
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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

Using new technology such as smart traffic light and traffic control systems, artificial intelligence, the use of telematics and automotive technology can contribute to prevent and reduce the number of road related accidents and improve road safety.

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.

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!

SRIDHAR B

In present Systems the road signs and the speed limits are Static.

We can consider some cases when there are some road diversions due to heavy traffic or due to accidents then we can change the road signs accordingly if they are digitalized.

If there is rainfall then the roads will be slippery and the speed limit would be decreased

SUKUMAR M

Smart roads include the actual roads themselves, smart streetlights, smart traffic signs, and smart or autonomous cars driving on these roads

The architectures, systems and applications that make smart roads possible include communications networks, IoT sensor networks, as well as big data and artificial intelligence applications.

These systems gather data from thousands of traffic cameras, road detectors, traffic lights, parking meters, air quality and other sensors, mobility apps and connected cars

DHANAPAL V

The Safe System approach to road safety emphasizes safety-by-design through ensuring safe vehicles, road networks, and road users.

we introduce a novel, cost-effective Internet of Things (IoT) architecture that facilitates the realization of a robust and dynamic computational core in assessing the safety of a road network and its elements.

JAYASURIYA V

For improving safety and reducing congestion

The network uses speed cameras to provide warning signs for hazardous conditions, and sends automated traffic diversion signals that control traffic.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

USING WEB APPLICATIONS

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For improving safety and reducing congestion

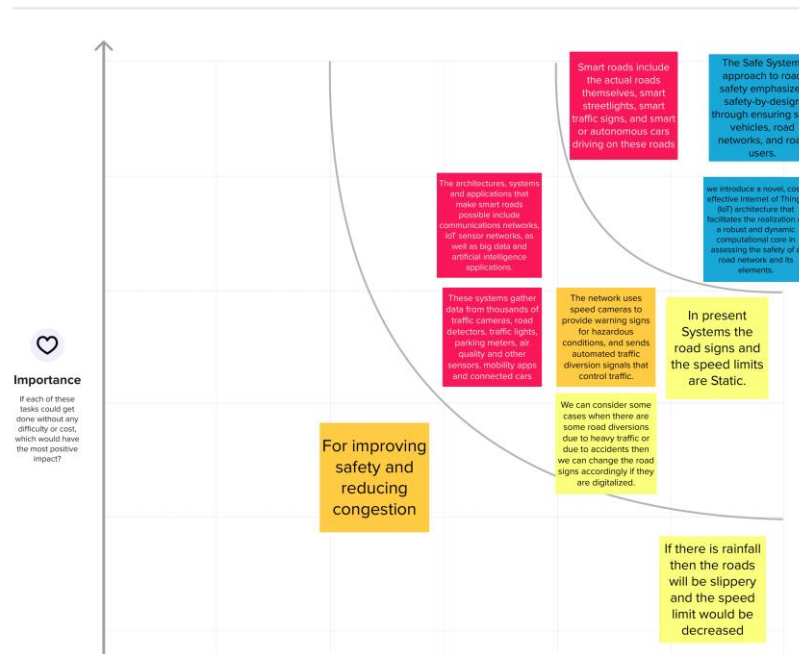
Step-3: Idea Prioritization

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



→

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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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 →](#)

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