

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID54276
Project Name	Signs with smart connectivity for better road safety
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.

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.

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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


In present systems the road signs and the speed limits are static but the road signs can be changed in some cases. 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.





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

Sagili Venkata Pavan Reddy

Traffic Problems	Reduce the number of vehicles on the road	Decrease the number of accidents
Reduce the number of accidents	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road

Sharmila M

Better Roadways	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road

K M Yashwanth

Reduce the number of accidents	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road

Varsha K G

Reduce the number of accidents	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road
Improve the quality of the road	Improve the quality of the road	Improve the quality of the road

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

Detecting Sensor

Digital Display Board

Speed breaker control

Alert Message

Weather API

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're within your mind.

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

