

Ideation Phase

Brainstorm & Idea Prioritization Template

Project : Smart Solution For Railways

Team Id : PNT2022TMID38188


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



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 Statement](#)

Smart Solution for railways is designed to reduced the work load of the user and also the use of paper



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.

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!

Pushkaraj V

Where is my train

Show Available tickets

Available Trains in my route

Hari R

Generate QR

Book more Tickets

Secure Banking Booking

Order food with ticket

Chozharajan M

Show my current location in my travel

Make User Friendly UI

Emergency and Safety Services

Cancel my booking

Manojkumar G

Go to nearest train station

Add new services

Early access for next trip

Find the nearby station

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

Pushkaraj V

See available Train

Show available Tickets

Hari R

Generate QR Code

Secure Payment

SECURE PAYMENT

Chozharajan M

Make User Friendly UI

Current Status of train

Manojkumar G

Access through all Devices

Unique Booking ID

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the **H** key on the keyboard.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Available using mobile more tickets

Secure Payment (important)

Generate QR code

Current status of train

Unique booking ID