Ideation Phase
Brainstorm & Idea Prioritization Template

Date	20 September 2022
Team ID	PNT2022TMID29129
Project Name	Project-Signs with Smart Connectivity For Better Road Safety
Maximum Marks	4Marks

Brainstorm & Idea Prioritization

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

Share template feedback

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 →

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 prevent accidents and misguided directions ?

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.
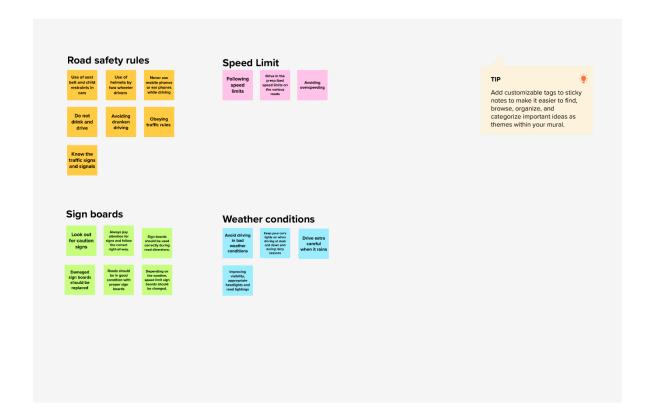
⏱ **10 minutes**

VARTHARAJAN

Obeying traffic rules	Look out for caution signs	Improving visibility, appropriate headlights and road lightings
Drive extra careful when it rains	Damaged sign boards should be replaced	

MOHAMED DALKHA

Avoiding overspeeding	Avoiding drunken driving	Avoid driving in bad weather conditions
Always pay attention for signs and follow the correct right-of-way.	Depending on the weather, speed limit sign boards should be changed.	

VISHVA

Following speed limits	Do not drink and drive	Know the traffic signs and signals
Roads should be in good condition with proper sign boards	Sign boards should be used correctly during road diversions.	

VINOTH KUMAR

Use of helmets by two wheeler drivers	Use of seat belt and child restraints in cars	Never use mobile phones or ear phones while driving
Drive in the prescribed speed limits on the various roads	Keep your car's lights on when driving at dusk and dawn and during rainy seasons	

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**

Road safety rules

Use of seat belt and child restraints in cars	Use of helmets by two wheeler drivers	Never use mobile phones or ear phones while driving
Do not drink and drive	Avoiding drunken driving	Obeying traffic rules
Know the traffic signs and signals		

Speed Limit

Following speed limits	Drive in the prescribed speed limits on the various roads	Avoiding overspeeding

TIP 💡

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Sign boards

Look out for caution signs	Always pay attention for signs and follow the correct right-of-way.	Sign boards should be used correctly during road diversions.
Damaged sign boards should be replaced	Roads should be in good condition with proper sign boards	Depending on the weather, speed limit sign boards should be changed.

Weather conditions

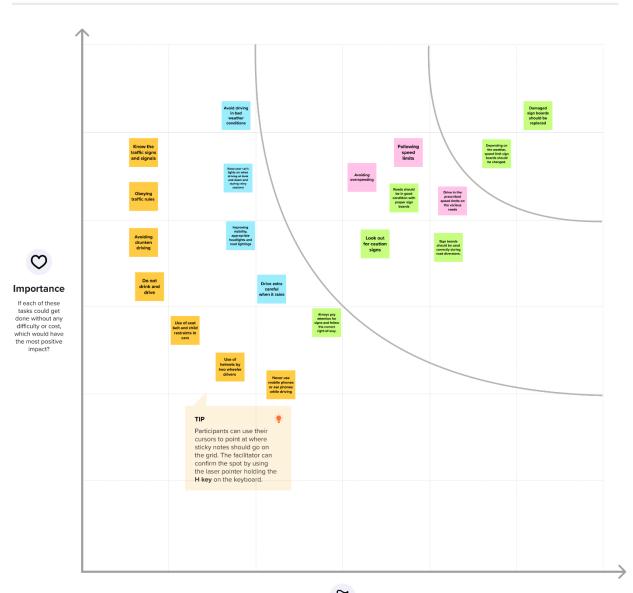|		
Avoid driving in bad weather conditions	Keep your car's lights on when driving at dusk and dawn and during rainy seasons	Drive extra careful when it rains
Improving visibility, appropriate headlights and road lightings		

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?

- Avoid driving in bad weather conditions
- Damaged sign boards should be replaced
- Know the traffic signs and signals
- Following speed limits
- Depending on the weather, speed limit sign boards should be changed.
- Keep your car's lights on when driving at dusk and dawn and during rainy seasons
- Avoiding overspeeding
- Obeying traffic rules
- Roads should be in good condition with proper sign boards
- Drive in the prescribed speed limits on the various roads
- Avoiding drunken driving
- Improving visibility, appropriate headlights and road lightings
- Look out for caution signs
- Sign boards should be used correctly during road diversions.
- Do not drink and drive
- Drive extra careful when it rains
- Use of seat belt and child restraints in cars
- Always pay attention for signs and follow the correct right-of-way.
- Use of helmets by two wheeler drivers
- Never use mobile phones or ear phones while driving

TIP 💡

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

Feasibility

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