

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 October 2022
Team ID	PNT2022TMID52171
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 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

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?



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

Remember, when a sticky note is added to the board, it is added to the group's brainstorm.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. On 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-group.

20 minutes

Ticket

Efficient booking system

Validity of tickets

Integrated booking

One platform for all services

Data security

Data is secure

Data is not shared

Data is not safe

GPS LOCATION TRACKING

GPS location

GPS location can be shared with others

Track the location using GPS module

UNIQUE ID OF PASSENGER

Unique ID is issued

Unique ID is not issued

Unique ID is not issued

Step-3: Idea Prioritization

Importance

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

Validity of tickets

Login credentials are available for each person

Unique passengers ID will be generated

Tracks the location using GPS Module

Cost effective

Solves time complexity issues

Effective and simple

Relates to passengers

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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