


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 September 2022
Team ID	PNT2022TMID00923
Project Name	Signs with Smart Connectivity for Better Road Safety
Maximum marks	4 marks

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

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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

- To replace the static signboards, smart connected sign boards are used.
- These smart connected sign boards get the speed limitations from a web app using weather API and update automatically.
- Based on the weather changes the speed may increase or decrease.
- Based on the traffic and fatal situations the diversion signs are displayed.

**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

AFREEN.J

According to traffic in a particular area, it should show speed limit for that route

During rainfall due to slippery roads, the sign should show to decrease the speed of vehicle

Signs to indicate that there is zebra crossing or school zone ahead.

Promotes road safety and reduces accidents.

HEMA PRIYA.H

To intimate the drivers according to the weather and help them plan in advance.

To alert the drivers if fog or any other disruption block the visibility of sign boards.

Works better with smart roads.

One-time investments and low maintenance.

ARSHA VARSHINEE.V

Diversion signs should appear if there is heavy traffic in a specific route.

Eco- friendly and carbon emission free environment.

To warn the drivers that the area is accident prone.

Reducing traffic jams will lead to decrease in global warming and pollution.

KEERTHANA.R

Signs indicating that the road ahead is of reduced width.

Signs saying to allow the ambulance to move ahead first.

Detects and informs about areas that are over-crowded.

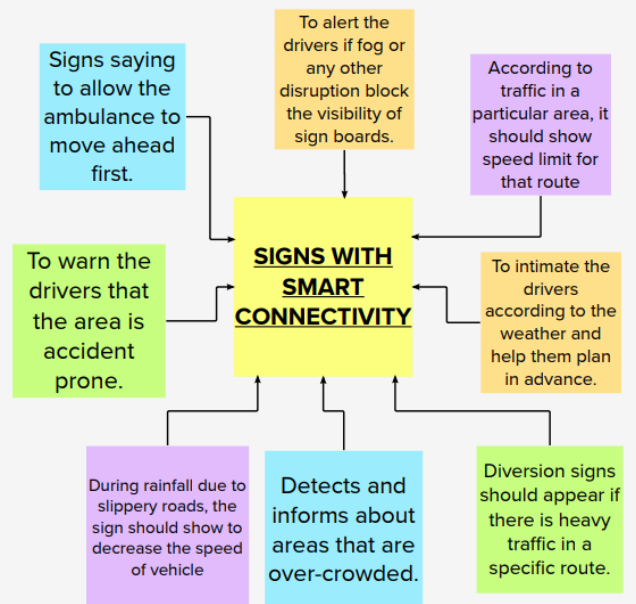
In hill stations. curvy roads can be informed well in advance to alert the driver.

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



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

