

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 September 2022
Team ID	PNT2022TMID36291
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



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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 select) icon to start drawing!

Participants: Pashanaj V, Hari B, Chozharajan M, Manojkumar G

Ideas listed on sticky notes:

- Where is my train
- Show Available tickets
- Generate QR
- Show tips for new user
- Make User Priority LI
- Show the current location of my train
- Get updates for my Booking
- Add new services
- Available Trains in my route
- Book more Tickets
- Secure Banking Booking
- Order food with ticket
- Emergency and Safety Services
- Cancel my booking
- Early access to the web app
- Find the nearby railway 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

Grouped ideas:

- Pashanaj V: See available Train, Show available Tickets, Secure Payment, SECURE PAYMENT
- Hari B: Generate QR Code
- Chozharajan M: Make User Priority LI, 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?

Feasibility

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

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 lesser pointer holding the H key on the keyboard.

Placed ideas on the grid:

- Available Trains more tickets (High Importance, High Feasibility)
- Secure Payment ecosystem (Medium Importance, Medium Feasibility)
- Generate QR code (Medium Importance, Medium Feasibility)
- Current status of train (Medium Importance, Low Feasibility)
- Unique booking ID (Low Importance, Low Feasibility)