

Ideation Phase

Brainstorm & Idea Prioritization Template

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

KAVIYA SREE M

- Validity of tickets
- Ease of accessibility
- Reliable Choice
- Selecting company issues
- Tracks the location using GPS Module
- Users are secured
- Unique ID is issued
- Reliable passengers
- Cost effective

SHAKTHI C

- Reduce booking time
- Efficient booking system
- GPS tracking is used for location of the bus
- QR Code can be bought easily online
- Data will be safe
- Login credentials are available for each person
- Accurate data processing
- The information is shared in a centralized manner
- The system will generate things journey

VARSHINI BALA B

- Streamline flexibility and safety
- Integrated ticketing
- Travel Recommendation System
- Advanced Analytics for Streamline Operations
- Rebuilt and improved Passenger Experience
- Order Product Development in the Industry
- Good way to travel
- SOES
- Some more features

NIRANJANA D.S

- Smart phone application
- Efficient and simple
- QR code accessibility
- GPS tracking
- Data are confidential
- Only registered user can book ticket
- Unique passengers ID will be generated
- Travel expense will be reduced
- User friendly

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

Ticket

- Efficient booking system
- Validity of tickets
- Integrated ticketing
- Only registered user can book ticket

Data security

- Data are secured
- Data are confidential
- Data will be safe

GPS LOCATION TRACKING

- GPS tracking
- GPS tracking is used for location of the bus
- Tracks the location using GPS Module

UNIQUE ID OF PASSENGER

- Unique ID is issued
- Unique passengers ID will be generated
- Login credentials are available for each person

Step-3: Idea Prioritization

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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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