

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID31175
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

The screenshot shows the 'Brainstorm & Idea Prioritization' template interface. On the left, there's a sidebar with a blue vertical bar labeled 'Template'. The main area has three columns. The first column contains a lightbulb icon, the title 'Brainstorm & idea prioritization', a description encouraging team gathering and collaboration, and preparation time (10 minutes). The second column starts with 'Before you collaborate' (10 minutes) and includes steps A, B, and C: 'Team gathering', 'Set the goal', and 'Learn how to use the facilitation tools'. It also features a link to an article and a 'Key rules of brainstorming' section with six rules. The third column begins with 'Define your problem statement' (5 minutes) and shows four problem boxes: 'How might we book tickets using QR Code in railway ticket booking system?', 'How might we get the details of the passengers?', 'How might we track the location?', and 'How might we get the unique ID?'. Each problem box has a 'PROBLEM' label at the top right.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

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

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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