

## Ideation Phase


### Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID47439
Project Name	A New Hint of Transportation Analysis of NYC Bike Share System
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.

#### 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

**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 [your problem statement]?

**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

### Sampras john

Analyse  
travel route  
by start and  
end station

Recreational  
trips in  
urban area

Maximum  
distance  
travelled by  
bike

Total  
duration for  
each  
station

### Akileshwaran

Reduce  
carbon  
emission

User  
comfortness

Fitness by  
trip duration

Number of  
bikes not  
used

### Prithivirajan

Cost  
effectiveness

Most used  
bike by  
start station

Bikes used  
by NYC

Duration  
used by  
each bike

### Prabhu

Bike  
capacity to  
travel

Increase  
active travel

Find the  
most used  
end station

Reduce the  
traffic and  
environment

Step-3: Idea Prioritization

Analysis

- Number of bikes not used
- Maximum distance travelled by bike
- Bikes used by NYC

Merits

- Reduce carbon emission
- Reduce the traffic and environment
- Increase active travel