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

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