

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

The screenshot shows a digital template for a brainstorming session. It is divided into three main vertical sections:

- Left Column:** Features a blue circular icon with a lightbulb and speech bubble, followed by the title "Brainstorm & idea prioritization". Below the title, there is a brief description: "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." At the bottom, it lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate", it contains a sub-section titled "A Team gathering" with instructions to define participants and share information. It also includes sections "B Set the goal" and "C Learn how to use the facilitation tools", both with small descriptions and icons. A button "Open article" with a right-pointing arrow is located below section C.
- Right Column:** Titled "Define your problem statement", it asks the user to frame their problem as a "How Might We" statement. A box labeled "PROBLEM" contains the placeholder "How might we [your 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

