

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID13667
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.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

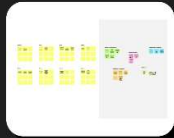
Brainstorm & idea prioritization

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

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**Need some
inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

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 Supervisors to...

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

Now-a-days, ticket booking is a simple task as we are in technological era. Old ticket booking methods consumes lot of time and it has a tedious process and that's the reason online booking schemes were implemented. But even now, Online booking were misused like boarding of illegal passenger. Inaccuracy in location is also a certain concern that is to be focused on.

 5 minutes

PROBLEM

How to improve security to avoid misuse of the ticket verification?

Is there any way to improve accuracy regarding the location of the train?

How to reduce the manual process?



Key rules of brainstorming

To run an smooth and productive session


 Stay in topic.

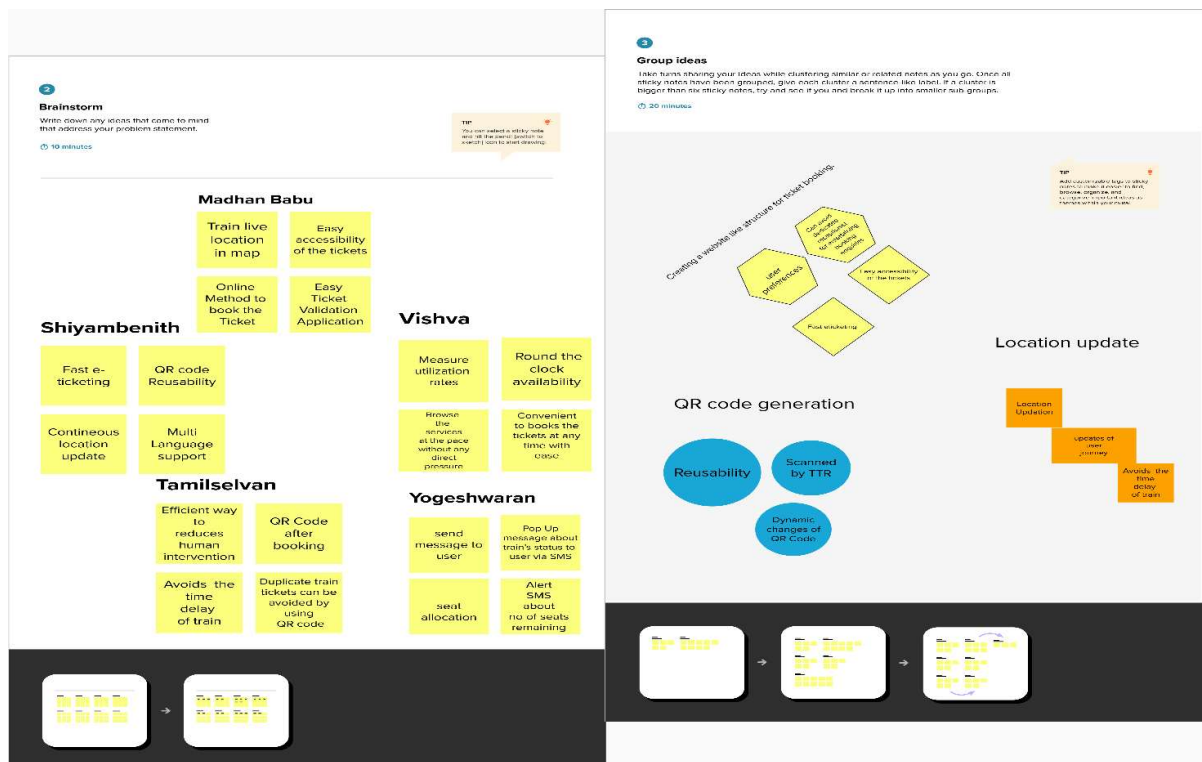
 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



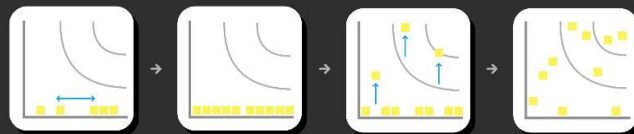
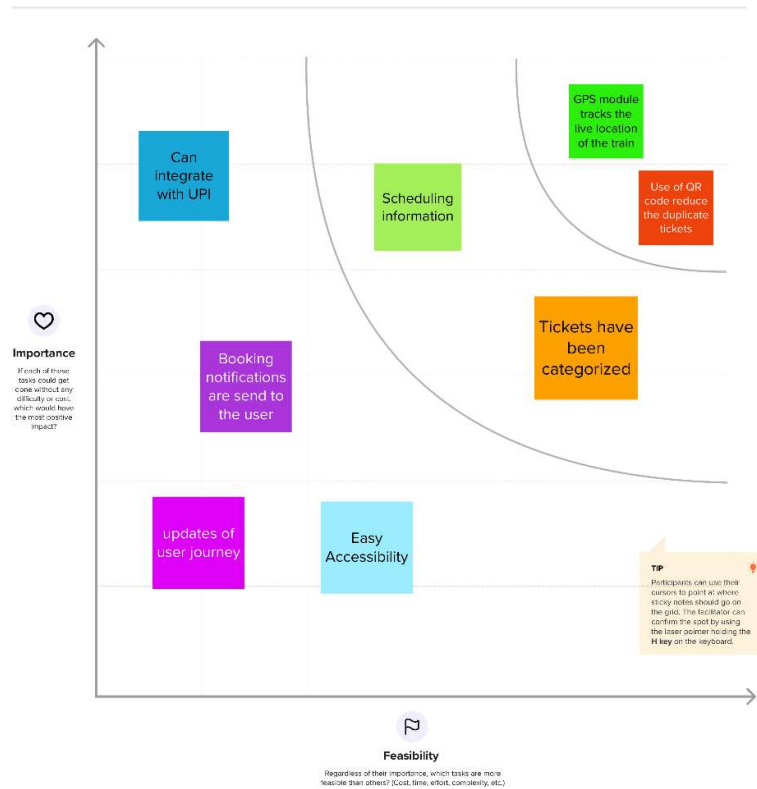
Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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 →](#)

[Share template feedback](#)