Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- **15 minutes** to prepare
- **30-60 minutes** to collaborate
- **3-8 people** recommended

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∞ **Meta**

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.

15 minutes

☐ **Choose your best "How Might We" Questions**
Create 5 HMW statements before the activity to propose them to the team.

☐ **Set the stage for creativity and inclusivity**
Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Encourage wild ideas** (if none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

☐ **Interested in learning more?**
Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.
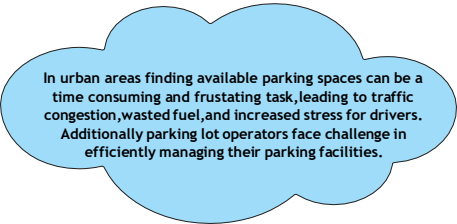
Open the website →

Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

Problem statement

In urban areas finding available parking spaces can be a time consuming and frustating task, leading to traffic congestion, wasted fuel, and increased stress for drivers. Additionally parking lot operators face challenge in efficiently managing their parking facilities.

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

10 minutes

K.Sandhiya

reservation systen: create a reservation platform that allows drives to pre-book parking spaces in advance, ensuring they have a guaranteed spot when they arrive at destination

payment integration: implement a seamless payment sttem that automatically charges drivers based on the duration of their parking, eliminating the need for physical tickets or cash transaction.

R.Yamini

real-time parking availability: develop a system that uses sensors and cameras to monitor parking spaces in real-time and provides drivers with information about available parking spots via a mobile app.

navigation assistance: integrate GPS navigation into the parking app to guide drivers to the nearest available parking space within a parking facility.

S.Vinothini

Security and Safety: Ensure the safety of parked vehicles and users by implementing surveillance cameras, emergency call buttons, and well-lit parking areas.

Analytics and Reporting: Provide parking operators with data analytics tools to track parking space utilization, revenue, and customer satisfication, enabling them to make informed decisions to optimize their facilities.

S.Jayasakthi

smart pricing: use data analytics to implement dynamic pricing models that adjust parking rates based on demand, time of day, and special events, maximizing revenue for parking operators and offering cost savings for drivers during off-peak times.

sustainability: Incorporate electric vechicle(EV) charging stations into parking facilities to encourage the use of EVs and reduce emissions.

A.Karthikai

integration with public transportation: develop connection with public transportation system allowing users to seamlessly transition from driving to public transit.

accessibility features: design the system to accommodate people with disabilities, including accessible parking spaces and assistance for those who need it.

I.Shama

Mobile Payment and Contactless Access: Enable users to pay for parking and access parking facilities using mobile payment apps and contactless methods link NFC or QR codes.

Sustainability initiatives: Incorporate green infrastructure elements such as solar panels, rainwater harvesting, and green roofs into parking facilities to reduce environmental impact.
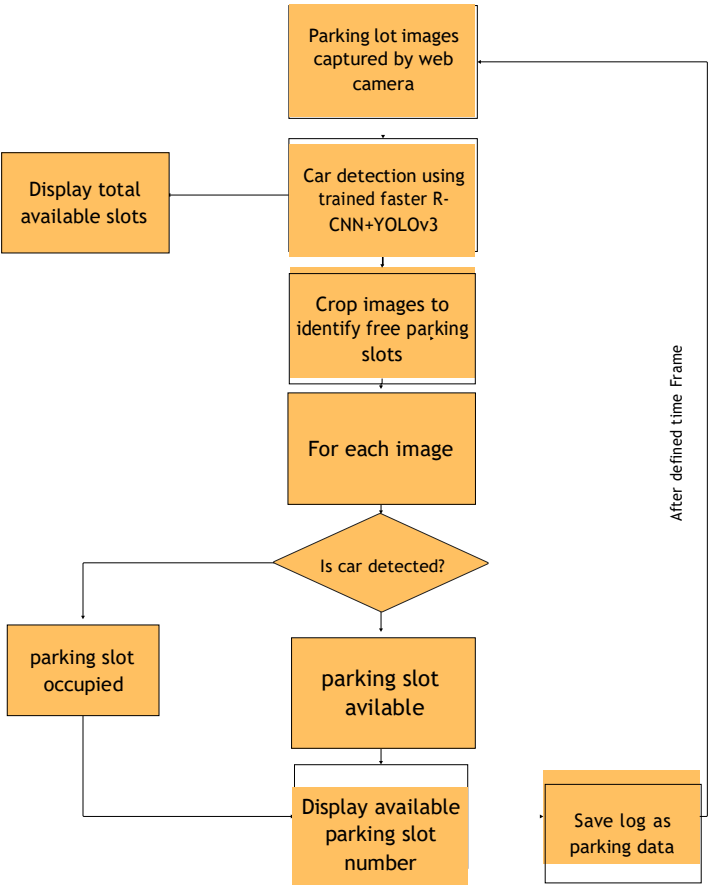

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

15 minutes

TIP
You can use the **Voting session** tool above to focus on the strongest ideas.

Parking lot images captured by web camera → Car detection using trained faster R-CNN+YOLOv3 → Crop images to identify free parking slots → For each image → Is car detected?

Display total available slots

Is car detected? → parking slot occupied / parking slot avilable → Display available parking slot number → Save log as parking data

After defined time Frame

Decide your focus

Give each person two icons to vote which idea should your team focus on.

5 minutes

K.Sandhiya   R.Yamini

S.Vinothini   S.Jayasakthi

A.Karthikai   I.Shama

After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

Cluster related ideas
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

Vote on the most promising ideas
Narrow your focus to only the strongest few ideas by holding a Voting Session. Give each person 2 votes

Keep moving forward

2x2 Prioritization matrix
Build shared understanding and make collective decisions for moving ideas forward.
Open the template →

Storyboarding
Show existing and/or future consumer experiences through the act of sketching.
Open the template →

Pre-mortem
Harness the collective experience and wisdom of the team, before the project even starts.
Open the template →

Share template feedback