


Ideation Phase

Brainstorm & Idea Prioritization Template

NM ID	02D944ABBB0B5B88A5245B7B35B7C006
Project Name	How to Generate Traffic for your Website

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

Template



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

Smart solutions for Railway is a technologically advanced approach to efficiently manage railway operations through sharing of rail data across rail infrastructure components, such as passengers, control centers, ticketing departments, etc.

⌚ 5 minutes

PROBLEM

IoT technologies help railways successfully manage passengers safely, operational efficiency and the passenger experience.

Key rules of brainstorming

To run a 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

1

Define your problem statement

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 If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

- To save labour cost
- To secure the safety of passengers
- To prevent delay of train
- To save time

Person 2

- Automatic gate or close the gate
- Secure and transparent channel
- Storage return on investment
- Safe and security

Person 3

- Cyber security service
- Self transportation
- Operational efficiency
- High impact potential

Person 4

- Improve freight infrastructure
- Make railways viable for handicapped
- Digital Railway Solution
- Safety and Security

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Smart solutions on Railways..

Automation
of terminals

Advanced
Traffic
Management
Systems

Automation
of Train
Driving

Electronic
information
Exchange

Railways Systems Architecture

End to end
block
Diagrams

Define/test
systems
interfaces

Systems
operational
flow

Compatibility of
Data
communication
interfaces

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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

