

**Ideation Phase**  
**Brainstorm & Idea**  
**Prioritization Template**

Date	18-November 2022
Team ID	PNT2022TMID50268
Project Name	Project - Signs with Smart Connectivity for Better Road Safety
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Step-1:TeamGathering, CollaborationandSelecttheProblemStatement

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

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#### 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

To help a person to travel which has less difficulties to reach the destination safely and without any time delay.

🕒 5 minutes


PROBLEM


Because of dynamic changes of crowding, unexpected roadblocks, reconstruction areas.





#### 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-2:Brainstorm,IdealListingandGrouping

2

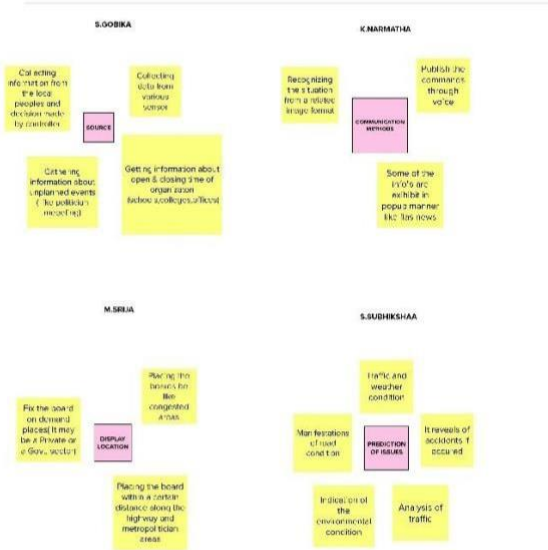
### Brainstorm

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

10 minutes

TIP

You can select a sticky note as a link for each cluster to check if it can be used directly!



3

### Group ideas

Take turns sharing your ideas with clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a senseless-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

TIP

Add in the number tags to sticky notes to make it easier to find a cluster. In groups, add up the number tags to see if they can be grouped together.

In this Architecture helps to travellers behaviour towards the awareness of travel

Intimation of speed range depend upon the roadway condition

Guiding a traveller to choose a best path, When crowding / accident may occur.

Making the travel easy through the idea notification

Prediction of data gives them a fair and better understanding about their upcoming of road events

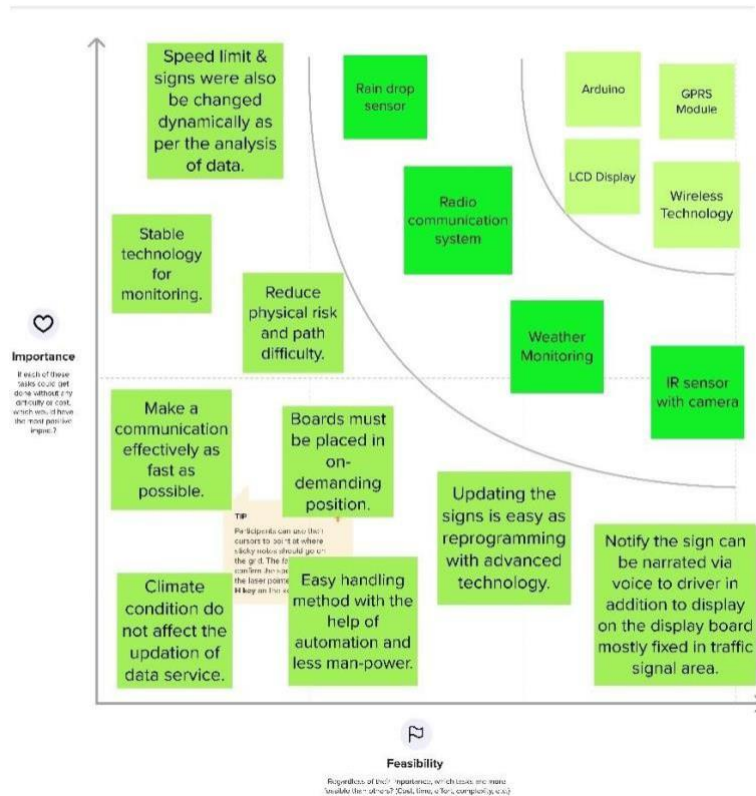
## Step-3:IdeaPrioritization

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



5

### 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

- Show 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 →](#)

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