

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	Team -591172
Project Name	Project – Ford GoBike Analysis
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: 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.

15 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

- 1. Team gathering**  
Define who should participate in the session and send an invite. Share relevant information in pre-work ahead.
- 2. Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3. 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:**  
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

Problem

How might we (your problem statement)?

**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, Idea Listing and Grouping

**3**

**Brainstorm**

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

10 minutes

**Tip**

You can create a sticky note and use the space provided to attach it to your brainstorming.

**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.

10 minutes

**Tip**

When you create a sticky note, make it easy to move, turn, flip, and rearrange. You can use it to move it to your board.

## 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 so you can see which are feasible and which are impossible.

10 minutes

**Importance**

A scale of how important it is to solve the problem. (1 = not important, 2 = important, 3 = very important)

**Feasibility**

A scale of how easy it is to solve the problem. (1 = not feasible, 2 = feasible, 3 = very feasible)

**Tip**

Remember to use your ideas to guide you in what you should go for next. The important can be done first and the feasible can be done later.

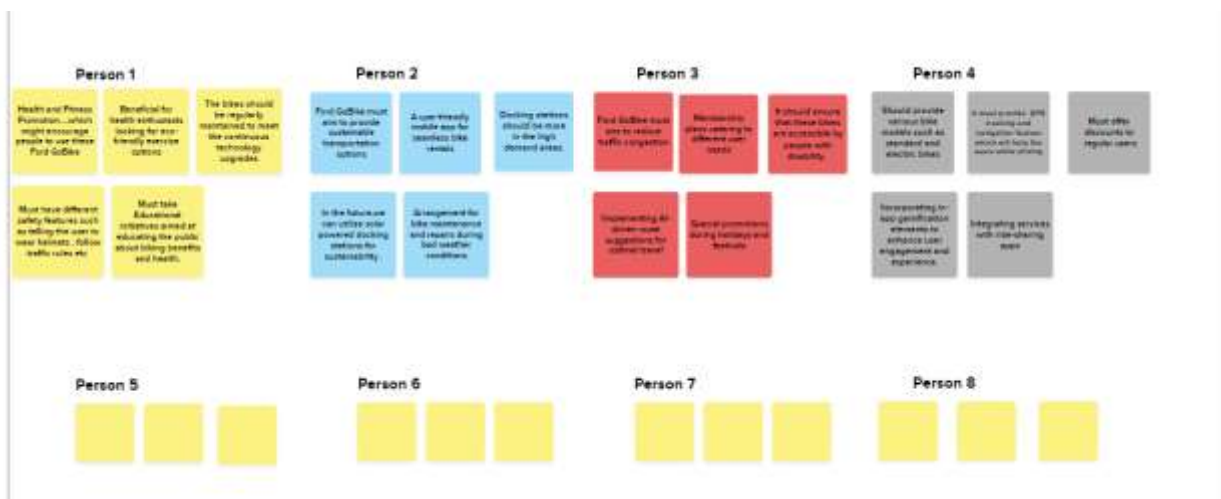
## Ford GoBike Analysis

Ford GoBike was a bike-sharing program that operated in the San Francisco Bay Area from 2013 to 2020. It was a collaboration between Motivate, a bike-sharing company, and Ford Motor Company. The program aimed to provide an affordable and convenient transportation option for residents and visitors in the Bay Area. Ford GoBike offered a fleet of bicycles stationed at various docking stations throughout San Francisco, East Bay, and San Jose. Users could rent bikes on a short-term basis by purchasing a membership or using a credit card at the docking station. The bikes were equipped with GPS tracking, allowing users to locate and reserve bikes through a mobile app or at the docking station itself.

## BRAINSTORMING MAP :



## CLOSER VIEW OF BRAINSTORM,IDEA LISTING AND GROUPING:



## Prioritization :

**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

**Tip**  
Participants can use their sticky notes to place ideas on the grid. The facilitator can assist the user by using the drag feature holding the **M** key on the keyboard.

**Importance**  
If each of your ideas could get done without any difficulty or cost, which would have the most positive impact?

**Must have different safety features such as telling the user to wear helmets, follow traffic rules etc**

**It must provide GPS tracking and navigation feature which will help the users while driving**

**Membership plans catering to different user needs**

**A user-friendly mobile app for seamless bike rentals**

**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 journeys, behaviors, and attitudes. Use this template to develop a plan.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
[Open the template](#)

[Share template feedback](#)

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## Reference Link :

<https://app.mural.co/t/fordgobikeproject2415/m/fordgobikeproject2415/1697616256918/a8a8a351a08e2e45d9c9133a68e8ed6a22ecb1e6?sender=ue78a5b72bde43b7653770545>