

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	4 November 2023
Team ID	NM2023TMID04543
Project Name	Drug Traceability

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

The screenshot displays a digital brainstorming interface titled "Brainstorm & Idea Prioritization Template". The interface includes a top navigation bar with icons for undo, redo, save, share, search, and a lightning bolt. A sidebar on the left contains various tool icons. The main workspace is divided into several sections:

- Team gathering:** A section for defining the problem and setting the session agenda.
- Problem Statement:** A sticky note titled "Problem" stating: "The current agricultural documentation chain is inefficient, opaque, and vulnerable to fraud. This can lead to food safety issues, financial losses for farmers, and loss of trust." Below it, a "Key rules of brainstorming" box lists: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.
- Infant Lisha Mayni:** A sticky note titled "Create a digital identity and credit history for farmers. This could make it easier for farmers to access finance." Below it, another sticky note states: "This platform could be used to automate the registration, signing, and execution of agricultural contracts, such as contracts between farmers and buyers, or contracts between farmers and input suppliers."
- Seba:** A sticky note titled "This platform could be used to record the location, date, and time of each transaction, as well as the temperature and humidity conditions in which the product was stored and transported."
- Santhya:** A sticky note titled "Blockchain-based system could be used to record farmers' land tenure and production records, which could then be used by financial institutions to assess their creditworthiness. This could make it easier for farmers to access loans and other financial services." Below it, another sticky note states: "This platform could be used to automate the distribution of agricultural subsidies to farmers, and to ensure that subsidies are distributed fairly and efficiently."
- Abinaya:** A sticky note titled "This platform could be used to record farmers' land tenure and production records, which could then be used by financial institutions to assess their creditworthiness. This could make it easier for farmers to access loans and other financial services."

The interface also features a bottom navigation bar with icons for a calendar, a list of ideas, and a search function.

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

TIP

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

Farmers would be the primary users of the agricultural docs chain, as they would be the ones generating and sharing the majority of the documents. Input suppliers, such as seed companies, fertilizer companies, and pesticide companies, would also be important users of the agricultural docs chain. They could use the chain to share product information, technical support documents.

Output buyers, such as grain elevators, food processors, and retailers, would also benefit from using the agricultural docs chain. They could use the chain to access information about the provenance of the agricultural products they are purchasing, as well as to share quality control and other relevant information with farmers.

Government agencies, such as the USDA and state departments of agriculture, could also use the agricultural docs chain to share information with farmers and other stakeholders. For example, they could use the chain to share information about new regulations, crop subsidies, and other important programs.

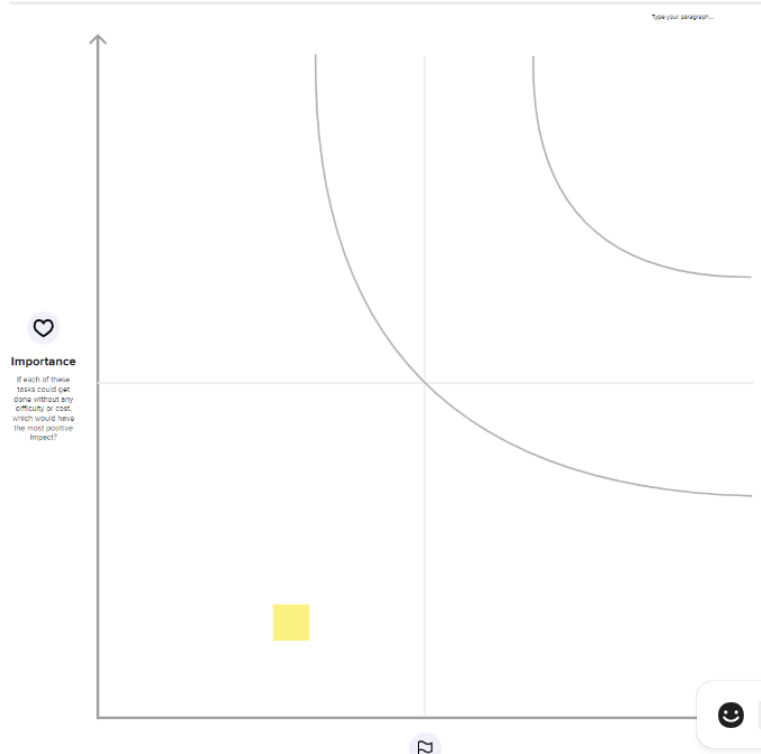
Agricultural research institutions could use the agricultural docs chain to share research findings with farmers and other stakeholders. This could help to accelerate the adoption of new technologies and practices.

Step-3: Idea Prioritization

Working in pairs, rank your ideas on the grid by determining which ideas are important and which are feasible.

20 minutes

The grid line numbers can confirm the spot by using the laser pointer holding the H key on the keyboard.



Where each member of your company will find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- E 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](#)

