

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID34696
Project Name	Enchanted Wings: Marvels Of Butterfly Species
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/brainstorm-and-idea-prioritization>

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.

🕒 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

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 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

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 green flag icon to attach it to the board.

Person 1

- add live webcam image feed
- include location to increase accuracy
- show confidence score in result

Person 2

- Create a mobile app for users
- support offline image prediction
- Add species list with each result

Person 3

- Add filter for male or female
- Try transfer learning with ResNet
- show details such as the image

Person 4

- Connect with Naturalist API
- Show weekly prediction trends
- Use AI to classify species into the

3 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 sub-headers to sticky notes to make it easier to find, search, organize, and categorize multiple ideas as necessary within your mind.

After collecting ideas, the team organized them into relevant categories for better clarity and prioritization.

Group A: Machine Learning & Data Modeling

- Collect and preprocess butterfly image dataset
- Perform data augmentation (flip, rotate, zoom, etc.)
- Train classification model using CNN (e.g., ResNet, VGG)
- Experiment with transfer learning techniques
- Evaluate with accuracy, precision, recall
- Save trained model using Pickle or Joblib

Group B: Frontend & User Interface

- Design simple image upload interface (HTML/CSS)
- Show classification results with butterfly name and confidence score
- Display example image of predicted species
- Add loader or animation during prediction
- Make UI mobile-responsive

Group C: Integration & Deployment

- Set up Flask or FastAPI backend for model inference
- Connect frontend with backend via REST API
- Enable image upload and return prediction
- Deploy using Streamlit, PythonAnywhere, or Render
- Log predictions for basic analytics

Group D: Future Enhancements

- Add support for live webcam classification
- Include butterfly habitat and info in result
- Enable multilingual support
- Track classification history per user
- Integrate with citizen science platforms or image databases (e.g., iNaturalist API)

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

Tip Participants can use their thumbs to point at various sticky notes placed on the grid. The facilitator can confirm the spot by using the spacebar (holding the key) on the keyboard.

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
Outline the components of a new tool 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 →](#)