

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS24412
Project Name	Smart Sorting: Transfer Learning for identifying rotten fruits and vegetables
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

The screenshot shows the 'Template' section of the Mural app. On the left, there's a sidebar with a blue vertical bar labeled 'Template'. The main area has a white background with a large blue header bar at the top. Below the header, there's a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. A sub-section title 'Before you collaborate' is visible, along with a brief description and a timer icon indicating 10 minutes. The central part of the screen contains three main sections: 'Before you collaborate', 'Define your problem statement', and 'Key rules of brainstorming'. Each section includes a title, a brief description, and a timer icon. The 'Define your problem statement' section also includes a 'Learn how to use the facilitation tools' link and an 'Open article' button. The 'Key rules of brainstorming' section lists six rules with corresponding icons.

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

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

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

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 icon to switch to sketch mode to draw.

Person 1

Data & Model Development

- Collect and organize fruit freshness dataset (fresh vs rotten).
- Apply image preprocessing and data augmentation.
- Implement transfer learning using MobileNetV2.
- Train and evaluate the classification model.

Person 2

Model Optimization & Evaluation

- Improve model accuracy using fine-tuning.
- Handle class imbalance if present.
- Generate confusion matrix and classification report.
- Compare performance with different CNN models.

Person 3

Application Development

- Build Flask backend to integrate trained model.
- Develop HTML UI for image upload and prediction display.
- Connect model output to frontend.
- Display prediction with confidence score.

Person 4

System Integration & Deployment

- Integrate frontend and backend smoothly.
- Handle image upload and storage (static folder).
- Test system with real-world images.
- Prepare project documentation, architecture diagram, and demo presentation.

Person 1

Use CNN for image classification
Apply transfer learning
Resize and normalize images
Use data augmentation

Person 2

Fine-tune last layers of pre-trained model
Compare MobileNetV2 and ResNet
Generate confusion matrix
Improve accuracy using hyperparameter tuning

Person 3

Build Flask backend
Create image upload interface
Display prediction with confidence score
Store uploaded images in static folder

Person 4

Deploy system for supermarkets
Use conveyor belt camera integration
Reduce food wastage
Implement real-time prediction
Add mobile notification system
Expand to more fruit categories

Step-3: Idea Prioritization

4

Prioritize

⌚ 20 minutes

TIP
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can control the cursor by holding the laser pointer holding the **H** key on the keyboard.

Importance

If each of these tasks could get done with very little difficulty or cost, which would have the most positive impact?

● Improve model accuracy using fine-tuning

● Build and integrate the Flask web application

Implement real-time camera/conveyor belt integration