Ideation Phase
Brainstorm & Idea Prioritization

Date	1 October 2022
Team ID	PNT2022TMID32826
Project Name	Smart Farmer - IOT Enabled Smart Farming Application
Maximum Marks	4 Marks

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

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

→ 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

During the irrigation process there is a possibility of wastage in water resourses. So,we implemented an IOT set up to control and monitor the water supply for crops.

⏱ 5 minutes

PROBLEM
Can we identify the water level in the crop field and it can be controlled/monitored through mobile ?

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

ABISHEK A S

- PRODUCING CLEAR USER-INTERFACE
- MAINTAINING THE MOISTURE LEVEL
- THE QUALITY OF THE PRODUCT SHOULD BE ENSURED

RATNAKUMAR A

- SHOULD BE EASE FOR NAVIGATION
- REFINED-CONNECTION ESTABLISHMENT SHOULD BE PROVIDED
- PROPER ALERT SHOULD BE GIVEN

MOHAMED AMEEN A

- IT SHOULD BE USER-FRIENDLY
- THE WATER LEVEL IS MONITORED
- THE POWER CONSUMPTION IS LESS

HARSHAVARTHAN SR

- THE MAN POWER IS COMPLETELY REDUCED
- IT IS A SMART-DEVICE SYSTEM
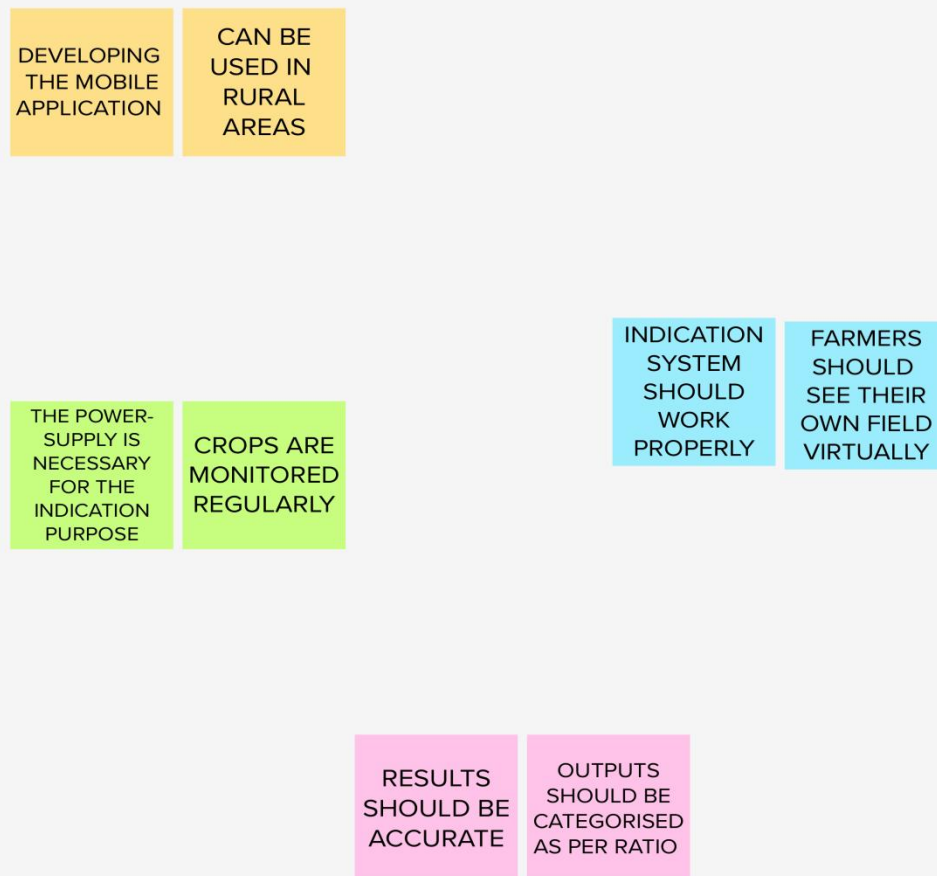- AND FINALLY IT IS AN ECO-FRIENDLY SYSTEM

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

DEVELOPING THE MOBILE APPLICATION

CAN BE USED IN RURAL AREAS

INDICATION SYSTEM SHOULD WORK PROPERLY

FARMERS SHOULD SEE THEIR OWN FIELD VIRTUALLY

THE POWER-SUPPLY IS NECESSARY FOR THE INDICATION PURPOSE

CROPS ARE MONITORED REGULARLY

RESULTS SHOULD BE ACCURATE

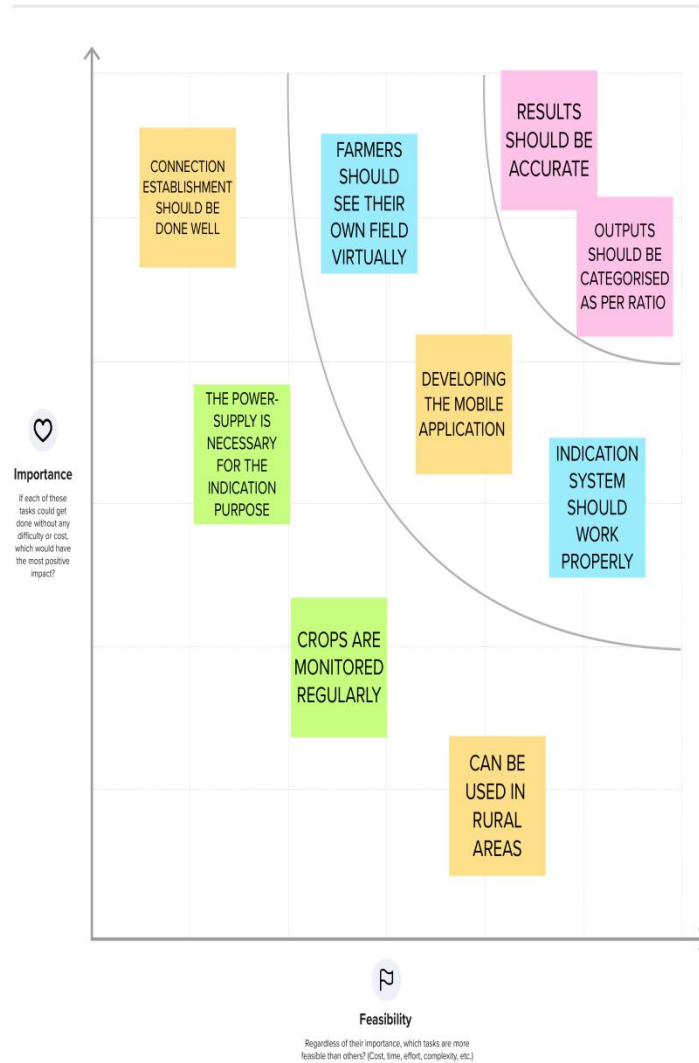OUTPUTS SHOULD BE CATEGORISED AS PER RATIO

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

→

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

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.

B **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