

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	27 october 2023
Team ID	NM2023TMID07058
Project Name	FARMER INSURANCE CHAIN
Maximum Marks	4 marks

Idea Prioritization Matrix:

1.Impact : How much will the idea positively influence the effectiveness and of the electronic voting system? Rate it on a scale of 1-5, with 5 the highest impact

2.Feasibility: How feasible is it to implement the idea considering budget, land resources? Rate it on a scale of 1-5, with 5 being the most feasible

Rank each idea based on these dimensions and calculate a combined score for each idea (Impact x Feasibility). Prioritize the ideas with the highest combined scores



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

1. Define Objectives and Goals
2. Select the Right Technology
3. Establish Security Measures
4. Voter Authentication
5. Voter Registration

A Team gathering

1. **Election Administrators:** Those responsible for managing the voting process.
2. **Cybersecurity Experts:** Professionals with expertise in securing electronic systems.

B Set the goal

The problem I'll be focusing on solving in the brainstorming session is how to enhance the security and transparency of electronic voting systems while maintaining voter privacy and trust in the electoral process.

C Learn how to use the facilitation tools

1. **Empathy:** Understand the concerns and perspectives of the participants. Acknowledge their feelings and viewpoints regarding the problem. Show that you value their input and that their ideas are important.
2. **Active Listening:** Pay close attention to what participants are saying. Repeat or summarize their ideas to ensure understanding.



Define your problem statement

Electronic Voting System

1. How might we create an electronic voting system that enhances the accessibility, security, and transparency of the voting process, while also ensuring the integrity and confidentiality of each vote, to encourage greater participation and trust in democratic elections?



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. |

2

Brainstorm

IDEAS:

- 1.Blockchain-Based Voting
- 2.Biometric Authentication
- 3.Two-Factor Authentication
- 4.Remote Voting Options
- 5.End-to-End Encryption

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

- 1.Technology Expert (Alice)
2. Cybersecurity Specialist (Ive)

Person 2

- 1.Community Outreach Coordinator (Fiona)
- 2.Legal Expert (George)

Person 3

- 1.Election Administrator (Bob)
2. Transparency Advocate (Helen)

Person 4

- 1.Privacy Advocate (Charlie)
- 2.Promote the use of open-source software in electronic voting systems

Person 5

- 1.George, the legal expert
- 2.minimal data retention

Person 6

- 1.Increased Convenience and Accessibility
- 2.Enhanced Efficiency

Person 7

- 1.Reduced Human Error
- 2.Improved Transparency

Person 8

- 1.Security Concerns
- 2.Privacy and Data Protection



Prioritize

To determine which ideas are important and feasible, let's create a grid with two axes: one for importance and one for feasibility. We can categorize each idea based on these criteria.

- **High Importance, High Feasibility:** These are the ideas that are both crucial and practical to implement.
- **High Importance, Low Feasibility:** These ideas are important but might face challenges in terms of implementation.
- **Low Importance, High Feasibility:** These ideas are practical but may not have a significant impact.
- **Low Importance, Low Feasibility:** Ideas that are neither highly important nor easily achievable.

Let's categorize the ideas:

High Importance, High Feasibility:

- Blockchain-Based Voting
- Biometric Authentication
- Two-Factor Authentication
- Secure Hardware Tokens
- Voter-Verified Paper Audit Trails (VVPAT)
- Independent Verification
- Data Privacy Regulations
- User-Friendly Interfaces
- Interoperability

High Importance, Low Feasibility:

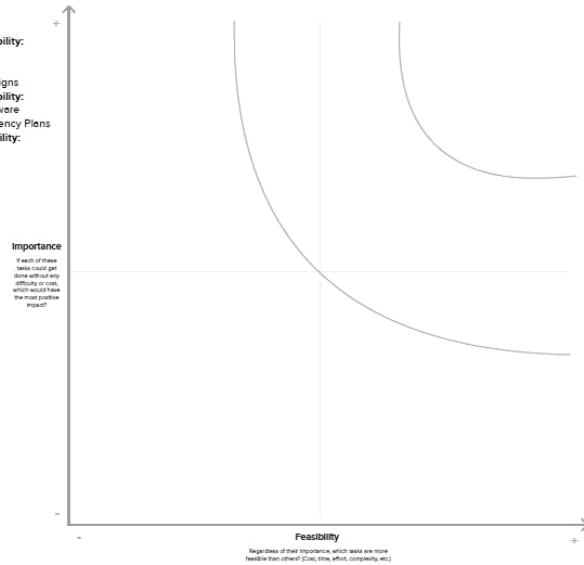
- Real-Time Verification
- Inclusivity Measures
- Public Awareness Campaigns

Low Importance, High Feasibility:

- Open Source Voting Software
- Redundancy and Contingency Plans

Low Importance, Low Feasibility:

- International Standards
- Remote Voting Options
- Cybersecurity Protocols



TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the inser pointer holding the W 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

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 →](#)

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