Ideation Phase
Brainstorm & Idea Prioritization Template

Date	30 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

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Brainstorm

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

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Person 1

1. Technology Expert (Alice):

2. Cybersecurity Specialist (five):

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 Accessibilit

2. Enhanced Efficiency:

Person 7

1. Reduced Human Error

2. Improved Transparency

Person 8

1. Security Concerns

2. Privacy and Data Protection

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.

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.

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
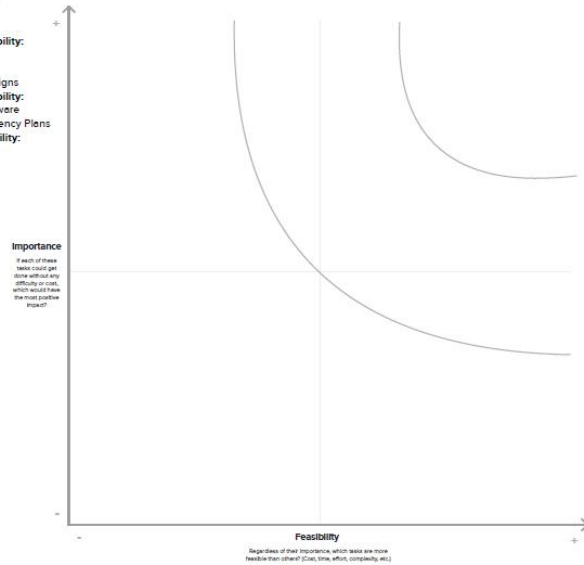
High Importance, Low Feasibility:
- Real-Time Verification
- Inclusivity Measures
- Public Awareness Campaigns

Low Importance, High Feasibility:
- Open Source Voting Software
- Redundancy and Contingency Plans

Low Importance, Low Feasibility:
- International Standards
- Remote Voting Options
- Cybersecurity Protocols

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

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 →

Share template feedback