

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	16 July2025
Team ID	LTVIP2025TMID32540
Project Name	Transfer learning based classification of poultry diseases for enhanced Health management
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

##### Problem Overview :

To develop an AI-based model using transfer learning to classify poultry diseases accurately and quickly, supporting farmers and vets in early detection and improved health management.

##### Idea Generation :

Idea No.	Idea Description
1	Use pre-trained CNN models like ResNet, VGG for image classification
2	Create a mobile app to capture and analyze poultry images
3	Use drone imagery for monitoring poultry in large farms
4	Integrate real-time alerts via SMS for farmers
5	Collect data on symptoms (besides images) and use multi-modal learning
6	Collaborate with local poultry farms for data collection
7	Provide disease spread prediction using geolocation
8	Include voice-guided diagnosis in local languages
9	Use explainable AI (XAI) to show why a disease is predicted



## 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

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**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


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PROBLEM


How might we [your problem statement]?


  
**Key rules of brainstorming**  
To run a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

### Step-2: Brainstorm, Idea Listing and Grouping

No.	Idea
1.	Use pre-trained CNNs (ResNet, VGG, etc.)
2.	Mobile app for disease detection via images
3.	Build dataset from regional poultry farms
4.	Multilingual app support
5.	Combine images + symptoms for diagnosis
6.	Use explainable AI for transparency
7.	SMS alerts to farmers on disease detection

8.	Web dashboard for monitoring
9.	Predict disease spread via geolocation
10.	Collaborate with vets/research centers

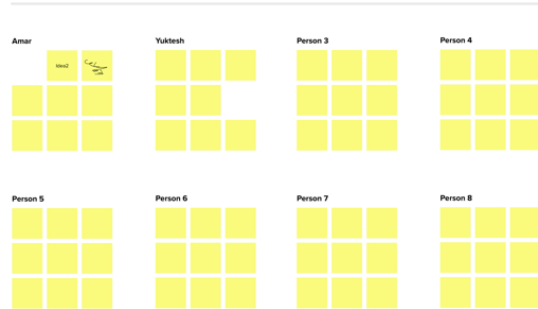
2

#### 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 (switch to sketch) icon to start drawing!

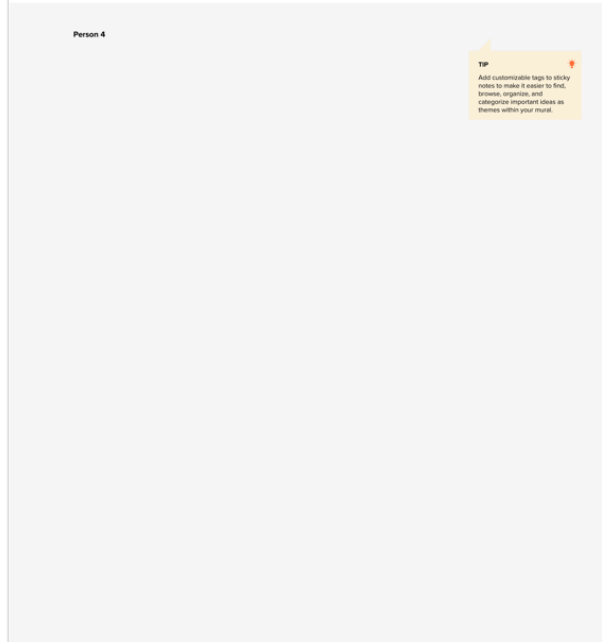


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#### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### Step-3: Idea Prioritization

#### High Priority:

- Pre-trained CNNs (1)
- Mobile App (2)
- Farm Dataset (3)
- Image + Symptoms (5)
- Vet Collaboration (10)

#### Medium Priority:

- Multilingual Support (4)
- Explainable AI (6)
- SMS Alerts (7)
- Dashboard (8)

#### Low Priority:

- Spread Prediction (9)

#### **Step 4 : prioritize**

##### **Top Priority (Must-Have) :**

Farm Dataset Collection (3) – Essential for training a reliable model

Use Pre-trained CNN Models (1) – Core of the AI system

Mobile App for Detection (2) – Enables real-world application

Image + Symptoms Input (5) – Improves diagnostic accuracy

Vet/Research Collaboration (10) – Ensures medical accuracy & domain

##### **Medium Priority (Should-Have) :**

Multilingual Support (4) – Enhances accessibility

Explainable AI (6) – Builds user trust

SMS Alerts to Farmers (7) – Useful for immediate action

Monitoring Dashboard (8) – Good for future scaling

##### **Low Priority (Nice-to-Have) :**

Disease Spread Prediction via Geolocation (9) – Advanced, for future phase