Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 October 2023
Team ID	NM2023TMID00531
Project Name	Food tracking system
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://app.mural.co/t/drowsinessdetectionandalerti7205/m/drowsinessdetectionandalerti7205/1697783124483/9f77933eb54bde3702bbe84ba50c40c1a8b8709a?sender=u20e0d4c229459e2de4400120

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

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 →

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

PROBLEM

Improving food supply chain transparency and security through blockchain technology

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

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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!

Aravindh S	Harini R	Hemamalini A	Ishwarya M
"Enhancing food safety via blockchain"	"Securing the food supply chain with transparency"	"Boosting traceability and security with blockchain"	"Ensuring food safety through blockchain technology"

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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

"Enhancing the integrity of the food supply chain with blockchain, ensuring trust, safety, and accountability throughout the process."

Step-3: Idea Prioritization

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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

> **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 laser pointer holding the **H key** on the keyboard.

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"Boosting traceability and security with blockchain"

"Blockchain for a trusted and secure food supply chain"

"Securing the food supply chain with transparency"

"Ensuring food safety through blockchain technology"

Importance

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

"Enhancing food safety via blockchain"

Feasibility

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