

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 October 2022
Project Name	Real Time River Water Monitoring And Control 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://www.mural.co/templates/empathy-map-canvas>

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

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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

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#) →


MEMBERS OF THE IDEATION PROCESS:
TEAM ID : PNT2022TMID12298
TEAMLEAD: P.AUNGILAS
SOWBAN PRAJAH
TEAM MEMBER 1: M.NERANJAN PRAKASH
TEAM MEMBER 2: B.SARAVANAN
TEAM MEMBER 3: A.VENGADESH PERUMAL

TODAY'S DISCUSSION TOPIC:
 Ideas for monitoring and solving the contaminated river water near agriculture fields


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

PROBLEM STATEMENT


Farmers put fertilizers and pesticides on their crop so that they grow better but these fertilizers and pesticides can be washed through the soil by rain to end up in the rivers



If the large amount of fertilizers or the farm waste drain into river the concentration of nitrate and phosphate in the water increases considerably algae uses these substances to grow and multiply rapidly turning the water green



The massive growth of algae called Eutrophication, that leads to pollution. When the algae die they broken down by the action of bacteria which quickly multiply using up all the oxygen in the water which leads to the death of many animal



Step-2: Brainstorm, Idea Listing and Grouping

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 icon to sketch (can't start drawing)

3

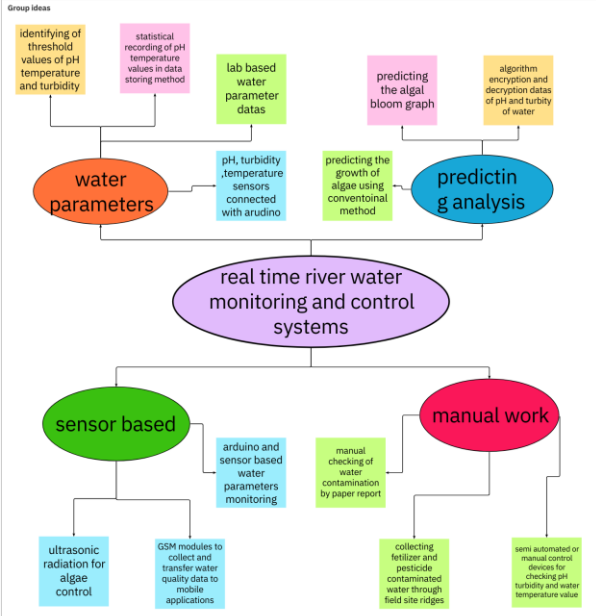
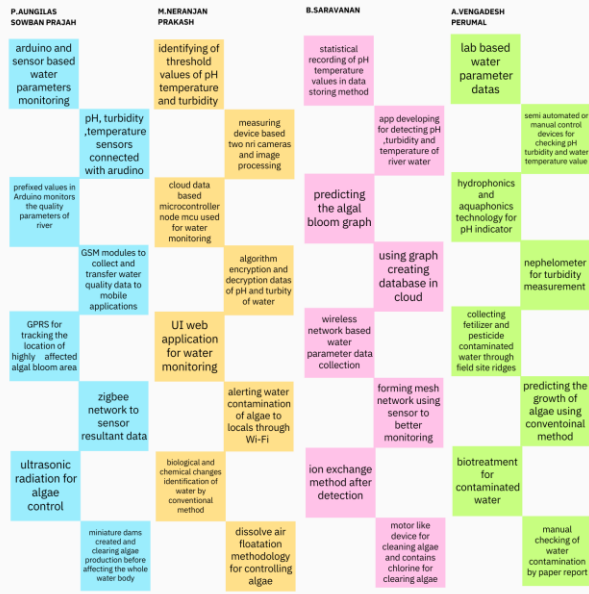
Group Ideas

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.

10 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

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?

hydroponics and aquaponics technology for pH indicator

alerting water contamination of algae to locals through Wi-Fi

nephelometer for turbidity measurement

ultrasonic radiation for algae control

app developing for detecting pH, turbidity and temperature of river water

UI web application for water monitoring

arduino and sensor based water parameters monitoring

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

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.

➔

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 →](#)

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