

Ideation Phase


Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID48478
Project Name	Estimate the crop yield using data analytics
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.

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
- 2-6 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

- Team gathering**
Define who should participate in the session and send an invite. Share context and information at go-time ahead.
- Set the goal**
Think about the problem you'll be focusing on coming to the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and joyful time 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

A farmer should predict climatic conditions, decide what to grow & when to grow, should know the overall crop yield turnover

Key rules of brainstorming

To run an overall and productive session

- Way to begin.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

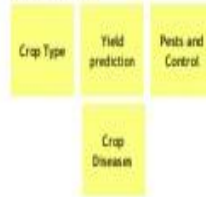
TIP

You can attach a sticky note and let the group (or just to yourself) access each drawing!

SRIRAM



SUGUMAR



SANTHOSH



YOGESHWARAN



2

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 can break it up into smaller sub-groups.

10 minutes

TIP

Add sustainable tips to sticky notes to make it easier to track, monitor, organize, and categorize important ideas as brainstorming proceeds.

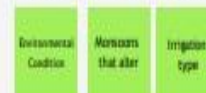
SOIL PARAMETERS



CROP PARAMETERS



ENVIRONMENTAL SETUP



OTHERS



Step-3: Idea Prioritization



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

