



# 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.

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## MEMBERS OF THE IDEATION PROCESS:

TEAM ID : PTN2022TMID17260

TEAM LEADER : kiruthika s

TEAM MEMBER 1: kiruba T

TEAM MEMBER 2: Dhivya R

TEAM MEMBER 3: Madhumitha S

TEAM MEMBER 4: Monika T

## TODAY'S DISCUSSION TOPIC:

Project – IoT based Real time river water quality Monitoring and Control System

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



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 start drawing!



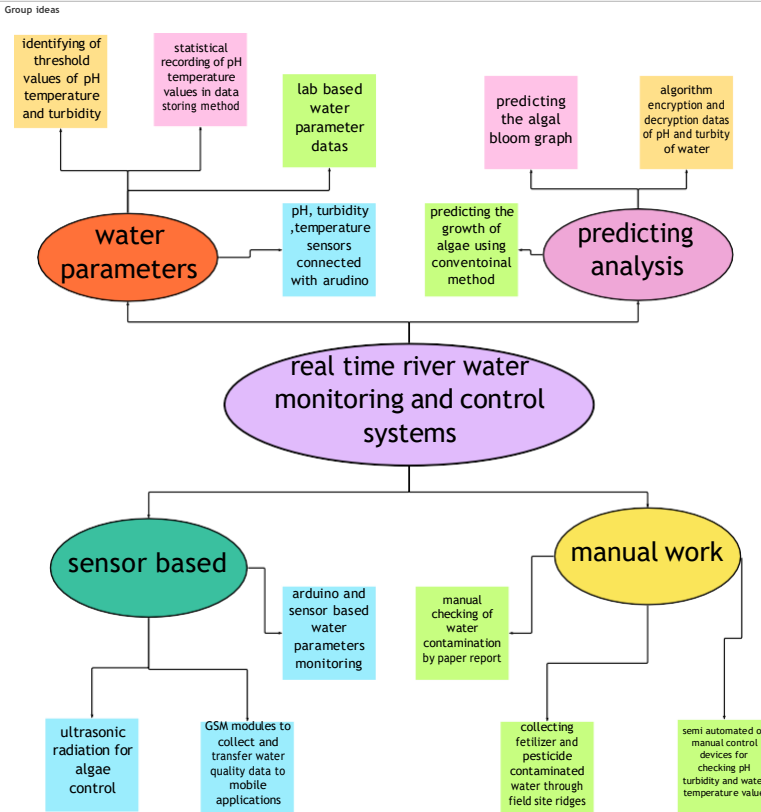
3

## 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.

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.



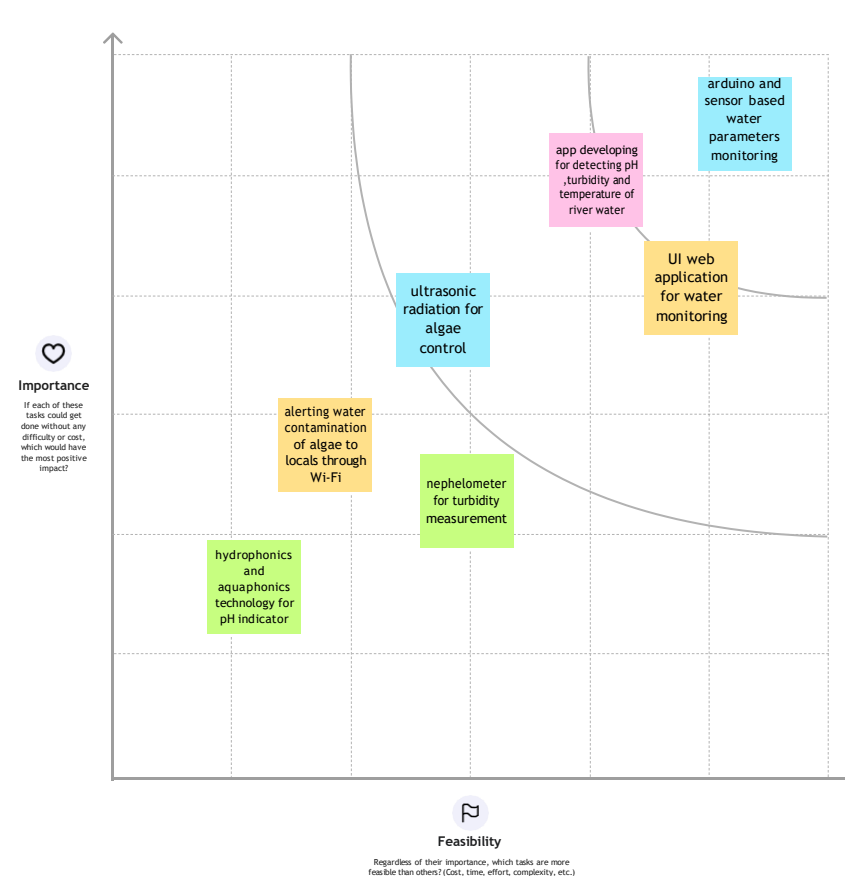
4

## 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

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



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.

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Strengths, weaknesses, opportunities & threats  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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