


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	1 October 2022
Team ID	PNT2022TMID08684
Project Name	Smart Farmer - IOT Enabled Smart Farming Application
Maximum Marks	4 Marks

### 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

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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**

During the irrigation process there is a possibility of wastage in water resources. So we implemented an IOT set up to control and monitor the water supply for crops.

🕒 5 minutes


**PROBLEM**

Can we identify the water level in the crop field and it can be controlled/monitored through mobile?

**Key rules of brainstorming**

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- 🕒 Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.



**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

## 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

#### DHIVYA S

PRODUCING  
CLEAR  
USER-  
INTERFACE

MAINTAINING  
THE  
MOISTURE  
LEVEL

THE QUALITY  
OF THE  
PRODUCT  
SHOULD BE  
ENSURED

#### BHUVANESHWARI M

SHOULD BE  
EASE FOR  
NAVIGATION

REFINED-  
CONNECTION  
ESTABLISHMENT  
SHOULD BE  
PROVIDED

PROPER  
ALERT  
SHOULD BE  
GIVEN

#### SARANYA M

IT SHOULD  
BE USER-  
FRIENDLY

THE WATER  
LEVEL IS  
MONITORED

THE POWER  
CONSUMPTION  
IS LESS

#### PRIYADHARSHINI S

THE MAN  
POWER IS  
COMPLETELY  
REDUCED

IT IS A  
SMART-  
DEVICE  
SYSTEM

AND FINALLY  
IT IS AN ECO-  
FRIENDLY  
SYSTEM

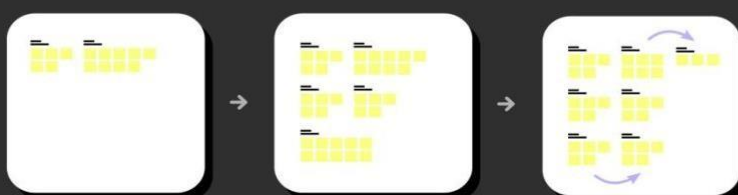
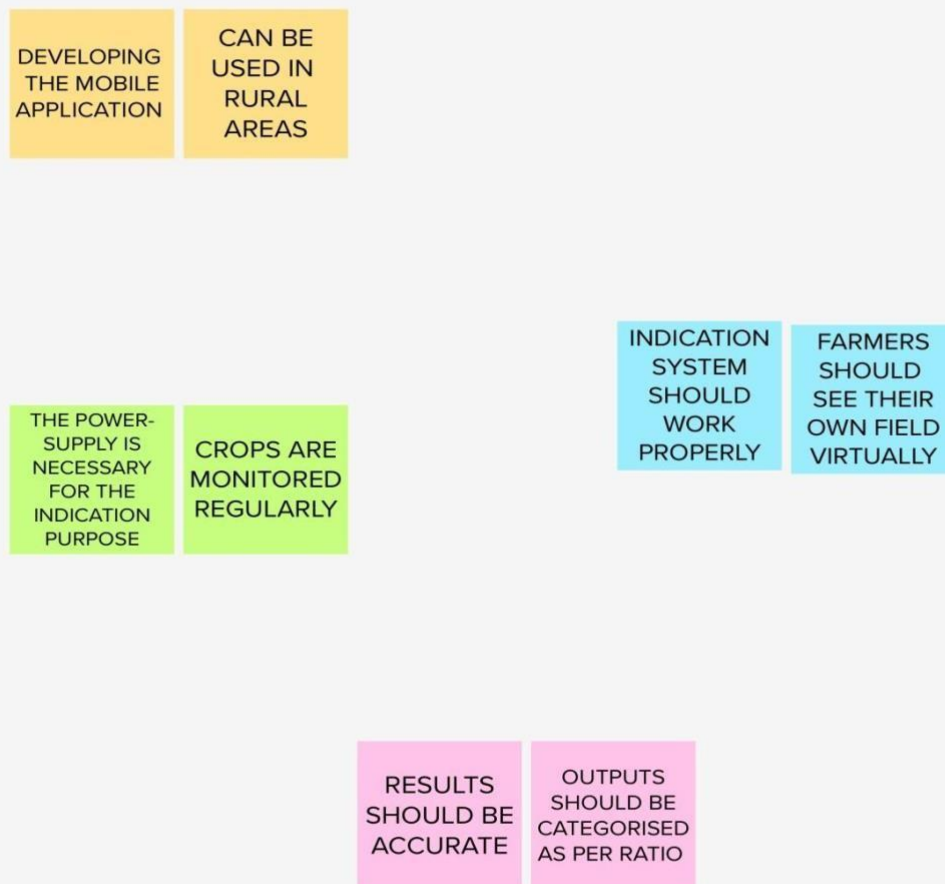


3

### 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.

🕒 20 minutes



## 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



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### 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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