

IDEATION PHASE

BRAINSTORM & IDEA PRIORITIZATION

DATE	8 September 2022
TEAM ID	PNT2022TMID15472
PROJECT NAME	Fertilizer Recommendation System For PlantDisease Prediction
MAXIMUM MARK	4

Brainstorm & Idea Prioritization:

Step 1: Team Gathering, Collaboration and Select the Problem statement

Template

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](#)

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

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.

Step 2: Brainstorm, Idea listing and Grouping

2

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

10 minutes

Kumarav P

Avoid untreated fertilizer

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Bharath M

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Jaisaran N

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Karthic N

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

Protein rich feed for the cattle

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

Suggest Farming technique to the farmers

Farmers can easily identify the disease

Farmers can use correct fertilizers

Avoid financial loss

TIP

Add customizable tags to sticky notes to make it easier to find, remove, organize and categorize important ideas as shown with yellow, orange

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

How difficult would it be to do this? (1-5)

Feasibility

How likely is it that this idea will be implemented? (1-5)

Easy identification of plant disease

Suggest correct fertilizer

Provide correct remedy

TIP

Participants can also think of ideas to put in the middle of the grid. The facilitator can confirm the idea by asking the group if they're holding the 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.

Open the template

Strengths, weaknesses, opportunities & threats

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

Open the template

Share template feedback