

## IDEATION PHASE

## BRAINSTORM & IDEA PRIORITIZATION

|              |   |
|--------------|---|
| DATE         | 8 September 2022  |
| TEAM ID      | PNT2022TMID15472  |
| PROJECT NAME | Fertilizer Recommendation System For Disease Prediction |
| MAXIMUM MARK | 4 Marks   |

## 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

#### 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](#)

### 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 an 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

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**Brainstorm**  
Write down any ideas that came to mind that address your problem statement.  
[10 minutes](#)

Tip

You can stick a sticky note on the back of a post-it note so you can use it as a reminder.

Kumarave P

Avoid unwanted fertilizer

It allows farmers buy fertilizer to buy application itself

Bharath M

Farmers may avoid soil pollution

It detects and suggest better solution

Easily identify the disease

Avoid unwanted chemicals

It also suggest the farming techniques to the farmers

Free recommendation for the farmers

Jaisaran N

Farmers can cultivate their crops without any hurdle

Usage of fertilizer in correct way

Karthic N

Disease identification

Prior knowledge about the disease

Usage period of fertilizer to be mentioned

Userfriendly

Suggest the good fertilizers

Quality of fertilizers must be good

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**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, browse, organize, and categorize important ideas as they roll in your mind.

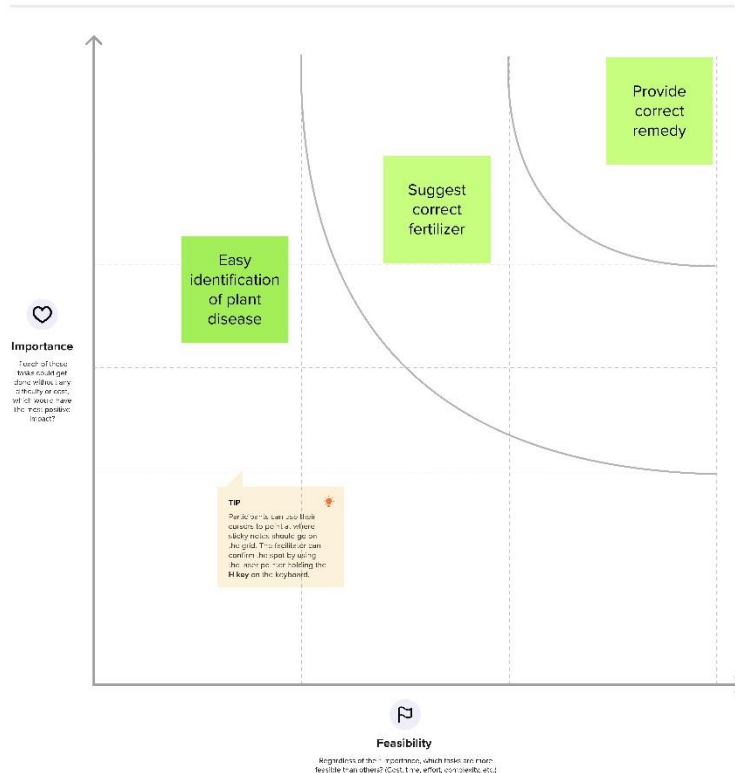
## Step 3: Idea Prioritization

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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



5

### 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 consensus 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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