

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID15407
Project Name	Efficient Water Quality Analysis and Prediction Using Machine Learning
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:


Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 4 people



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


PROBLEM


The quality of water is a major concern for people living in urban areas. However, predicting the urban water quality is a challenging task since the water quality varies in urban spaces non-linearly and depends on multiple factors, such as meteorology, water usage patterns, and land uses.





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



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

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.

30 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 actions

- [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 to 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) for developing a plan.
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