

## IDEATION PHASE


### BRAINSTORM & IDEA PRIORITIZATION

DATE	14 September 2022
TEAM ID	PNT2022TMID15490
PROJECT NAME	Estimate the Crop yield using Data Analytics
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

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](#) ➔

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#### 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

How might we [your problem statement]?



#### 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

#### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Kowsika C

Avoid using the unwanted chemicals  
It allows us to know the yield of the crop  
Easily identifies the disease  
Avoid the over water for the plants

#### Suganthika R

Easy to identify the wanted solution for the crop yield  
Usage of the crop yield can be used to know while in every yield  
The correct yield will be identified  
The good fertilizer and proper water yield the crop

#### Roshni M

Farmers may avoid the soil pollution for the proper yield  
It detects the yield of crop  
It also suggests the farming techniques to the farmer  
usage of fertilizer in correct way

#### Megha M

It detects and suggests better solution  
Free recommendation for the crop yield  
crop yield month identification  
Prior knowledge about the yield

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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

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Suggest  
Yielding  
Techniques to  
the farmer

Farmer can  
easily  
identify the  
Yield

Farmers can  
use correct  
Yield  
techniques

Avoid the  
financial loss

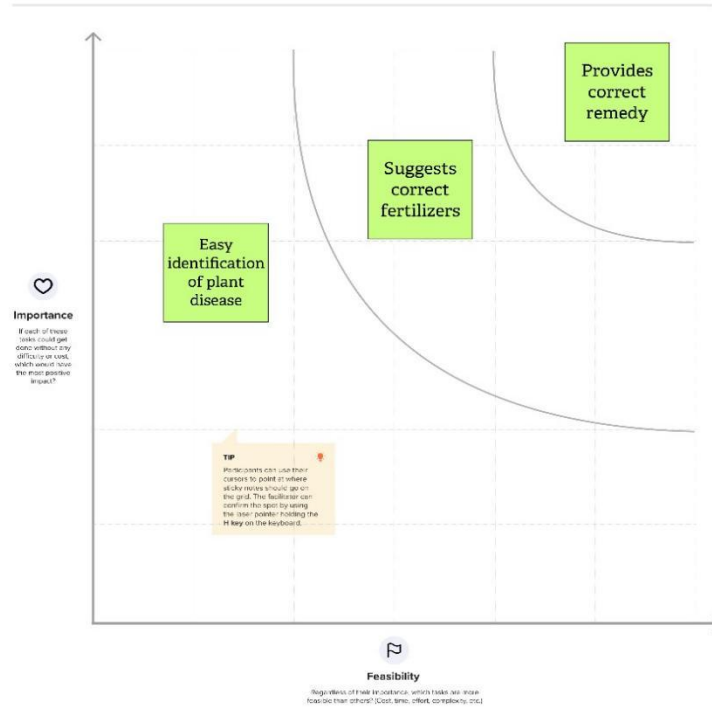
## Step 3: Idea Prioritization

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



→

### 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 →](#)

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