


Ideation Phase Brainstorm & Idea Prioritization Template

Date	16 November 2022
Team ID	PNT2022TMID06004
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

➔ 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 so invite. Share relevant information or pre-work ahead

B Set the goal
Think about the problem you'll be focusing on solving the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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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

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: Idea Prioritization

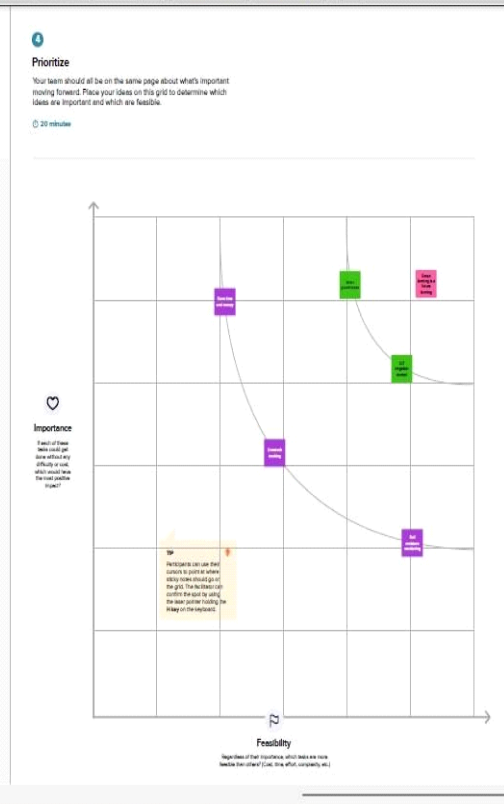
While clustering similar or related notes as you go. Once all placed, give each cluster a sentence-like label. If a cluster is large, try and see if you can break it up into smaller sub-groups.

Tip
Add a sentence-like label to each cluster to make it easier to find, describe, explain and integrate clusters later in the process.

Tip
Participants can use their own ideas to place or move sticky notes on the grid. The facilitator can assist in the process using the sticky notes to help the group.

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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 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 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 attitudes for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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