

IDEATION PHASE


BRAINSTORM & IDEA PRIORITIZATION

DATE	31 October 2022
TEAM ID	PNT2022TMID12369
PROJECT NAME	Fertilizer Recommendation System For Plant 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

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.

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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: 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!

UmaMaheshwari.S

KavyaLaxmi.S

Avoid
unwanted
fertilizer

It allows farmers buy fertilizer to buy application itself

Farmers
may avoid
soil
pollution

It detects and suggest better solution

Easily
identify
the disease

Avoid unwanted chemical

It also suggests the farming techniques to the farmers

Free
recommendation
for the farmers

Farmers can cultivate their crops without any hurdle

Usage of
fertilizer
in correct
way

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

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

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

Suggest Farming techniques to the farmers

Farmers
can easily
identify the
disease

Farmers
can use
correct
fertilizers

Avoid financial loss

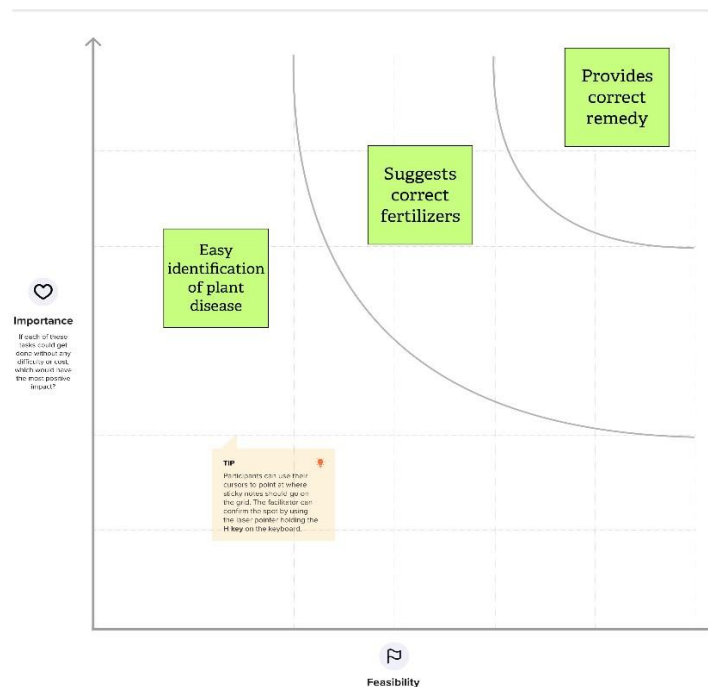
Step 3: Idea Prioritization

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



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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 components of a new idea or strategy.

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 - 

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.

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 - 

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

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