# Ideation Phase Brainstorm & Idea Prioritization Template

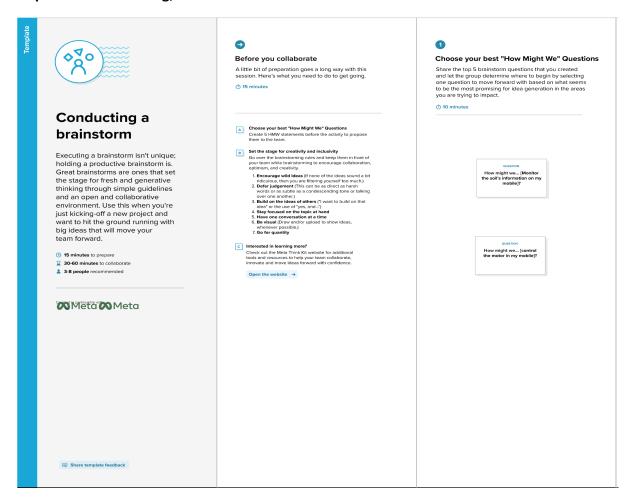
Date	19 September 2022
Team ID	PNT2022TMID04781
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

## **Brainstorm & Idea Prioritization Template:**

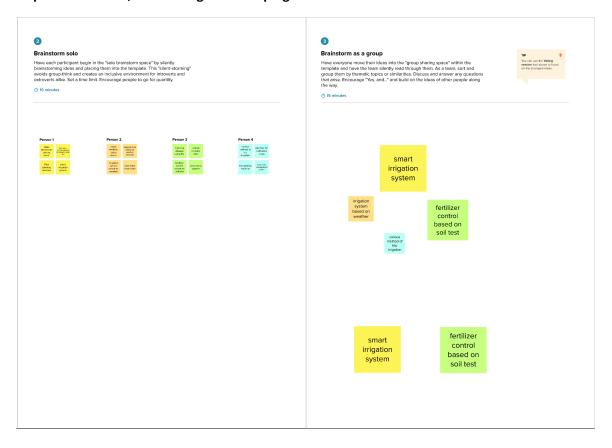
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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



Step-2: Brainstorm, Idea Listing and Grouping



**Step-3: Idea Prioritization** 



## Decide your focus

Give each person two icons to vote which idea should your team focus on.

① 5 minutes

Person 3

Person 4

smart irrigation system



## After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

Cluster related ideas
Look for patterns or similarities in the standout ideas. Could
any be combined together to form a stronger concept?
Cluster similar ideas and label each cluster with a theme.

B Vote on the most promising ideas
Narrow your focus to only the strongest few ideas by holding a Voting Session. Give each person 2 votes

Keep moving forward



**2x2 Prioritization matrix**Build shared understanding and make collective decisions for moving ideas forward.

Open the template →



Storyboarding
Show existing and/or future consumer experiences through the act of sketching.

Open the template  $\rightarrow$ 



Pre-mortem

Harness the collective experience and wisdom of the team, before the project even starts.

Open the template →

Share template feedback