


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	01 November 2022
Team ID	PNT2022TMID22889
Project name	SmartFarmer - 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

➔

#### 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

**A** **Team gathering**  
Define who should participate in the session and se 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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**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

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 they're vetted your team.

#### Subhashini N

Smart farming being localized to hot-off areas and distinct trends. Farmers are seeking a better solution to their management.	Smart Greenhouses	Remote management through virtual farming technology provides transparency and real-time crop monitoring, which results in better yield.
Farming can help the environment thrive	solar powered and mobile operated pumps save cost of electricity	Smart farming delivers high quality crop production

#### Vijaya lakshmi S

Smart farming allows farmers to maximize yields using minimum resources such as water/fertilizer/pesticides, etc.	Farmers can make better decisions about when to plant and harvest their crops	Smart farming uses drones and robots to improve data collection process and helps in wireless monitoring and control.
IOT Irrigation control	Farmers can monitor their crops 24/7	The inputs of smart farming surely can give high-quality crop production and delivery

#### Vikram M

In Smart farming we get important information about the amount of soil and the levels of soil pH/temperature of your environment	Remote management	Increase production quantity and quality
Crop protection	Farmers have to grow more product in deteriorating soil	Real time analysis of soil demand

#### Vasudevan D

Smart farming is used for measuring pollution and global warming for their yields and crops	Smart farming is cost effective method	Farmers employ satellite weather forecast to decide when to plant or harvest in the course of the season
Smart Greenhouses	Make more informed decisions about irrigation/fertilization and pesticides	Soil moisture monitoring

## Step 3: Idea Prioritization

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**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

**Importance**

Think of time that could get done without any effort or cost, which would have the most positive impact?

**Feasibility**

Regardless of how important, which ideas are more feasible for 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

- Show 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) to develop a plan. [Open the template](#)

[Show template feedback](#)

**Tip**

Participants can use their markers to point at where ideas relate to each other on the grid. The facilitator can facilitate the activity by using the laser pointer tooling the (laser) on the template.

**Tip**

Add color-coded tags to sticky notes to make it easier to find, move, organize, and categorize related ideas as they move within your mural.