

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID27577
Project Name	Project - Digital Naturalist – AI-Enabled tool for Biodiversity Researchers
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 number of creative solutions.

Reference:

<https://app.mural.co/t/ibmdigitalnaturalist1940/m/ibmdigitalnaturalist1940/1663477706949/55b45b2696a15f6596304516538756a471b794ac?sender=u4d3996903e6c07f01e502858>

#### 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

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**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

A naturalist needs a way to identify the different kinds of flora and fauna in nature so that he/she can protect wild species by collecting and sharing the information about them.

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.

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Jedidah Beryl B. S.

Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder

Joeshibha

Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder

Nimisha Ruffina

Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder

Rayana

Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder

Person 5


Person 6


Person 7


Person 8


Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Stakeholder

Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder

Stakeholder

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Stakeholder

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Stakeholder

Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder
Stakeholder	Stakeholder	Stakeholder

Person 5


Person 6


Person 7


Person 8


**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

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

**Feasibility**

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