

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 18 October 2022                                     |
| Team ID       | PNT2022TMID12734                                    |
| Project Name  | Real Time River Water Monitoring and Control System |
| 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.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you are not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

### 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

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**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.

[Open article](#) →

**MEMBERS OF IDEATION PROCESS**

**TEAM LEADER :** AKAASH KL

**TEAM MEMBERS:** AMUDHA VARDHNI CM  
DHAKSHINA VYSHAK M  
UMDA M

**DISCUSSION TOPIC:**  
Ideas for monitoring and solving the contaminated river water near agricultural fields

**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


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PROBLEM


How might we [your problem statement]?

**PROBLEM STATEMENT**

Farmers sprinkle fertilizers on the crop so that they can grow better but the fertilizers can be washed away by rain that will end up in rivers



If a large amount of fertilizer drain into the river, the concentration of nitrate and phosphate in water increases and algae uses these to grow and multiply that contaminates the water



The massive growth of algae called Eutrophication pollutes the water. When algae die they break down by the bacteria which multiply using up all the oxygen in water which kills animals

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

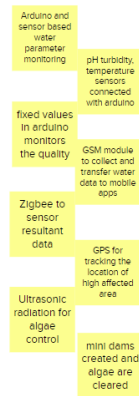
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

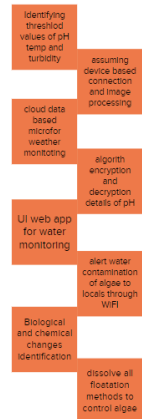
#### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

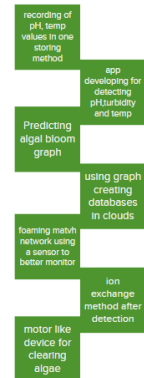
#### AKAASH KL



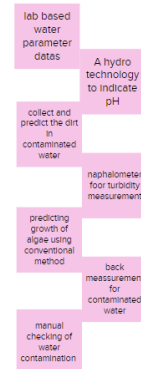
#### AMUDHA VARDHNI CM



#### DHAKSHINA VYSHAK M



#### UMDA M



### 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

