

IDEATION PHASE


BRAINSTORM & IDEA PRIORITIZATION

DATE	10 October 2022
TEAM ID	PNT2022TMID14746
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.

[Open article](#) ➔

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 (edit) icon to sketch (icon to start drawing)

Ganesh		Vardhan	
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, organize, unpin, and categorize - important ideas as themes within your mural.

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

TIP

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

Feasibility

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

- Share 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 in 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 →](#)

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