


# Ideation phase

## Brainstorm & Idea Prioritization template

Date	15 October 2022
Team Id	PNT2022TMID36210
Project Name	Digital Naturalist –AI Enabled tool for Biodiversity Researchers
Maximum Mark	4 Mark

Step1 : Team Gathering, Collaboration and select the problem Statement

Template




## Brainstorm & idea prioritization

Digital Naturalist- AI Enabled tool for Biodiversity Researchers

⌚ 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.

[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 STATEMENT

How might we help people identify the biological species of the plants and animals around them?



### Key rules of brainstorming

To run an 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

#### Tamil Selvi S

A Local Guide

Trees are tagged with their information

Flora-Fauna information Crash Course

#### Subhalekha V

Travel archives and encyclopedia

information boards

Send in a team where each member is a specific domain specialist

#### Siva R

Prepare before hand by watching travel vlogs

Ask native people

Attribute and description based search on google

#### Srithar

Guess the species type based on climate

Be aware of strong, unpleasant, musty odours as they are indication of poisonous plants.

Guess species based on geographic location

#### Raj kumar

test for contact poisoning by placing a place of plant near the skin

Find out the type of plant by noticing its venation and flower type

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

#### Language

A local Guide

send in a team where each member is a specific domain specialist

prepare before hand by watching travel vlogs

#### Techniques

Attribute and description based search on google

Ask native people

image based species prediction

#### Images

Guess the species type based on climate

Find out the type of plant by noticing its venation and flower type

Be aware of strong, unpleasant, musty odours as they are indication of poisonous plants.

#### Work needs to be done

information boards

Trees are tagged with their information

Travel archives and encyclopedia

## 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



### 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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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