

# Ideation Phase

## Brainstorm & Idea Prioritization

DATE	18 September 2022
TEAM ID	PNT2022TMID30308
PROJECT NAME	Real – Time River Water Quality Monitoring and Control System
MAXIMUM MARKS	4 MARKS

### 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

[Share template feedback](#)

**Need some inspiration?**

Take a look at our real-time water quality monitoring project.

[Open example](#)

**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

**Team gathering**

Invite all relevant participants in the session and send an invite. Share relevant information or pre-work ahead.

**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

**Learn how to use the facilitation tools**

Use the Facilitation Scorecards to run a messy and productive session.

[Open article](#)

**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

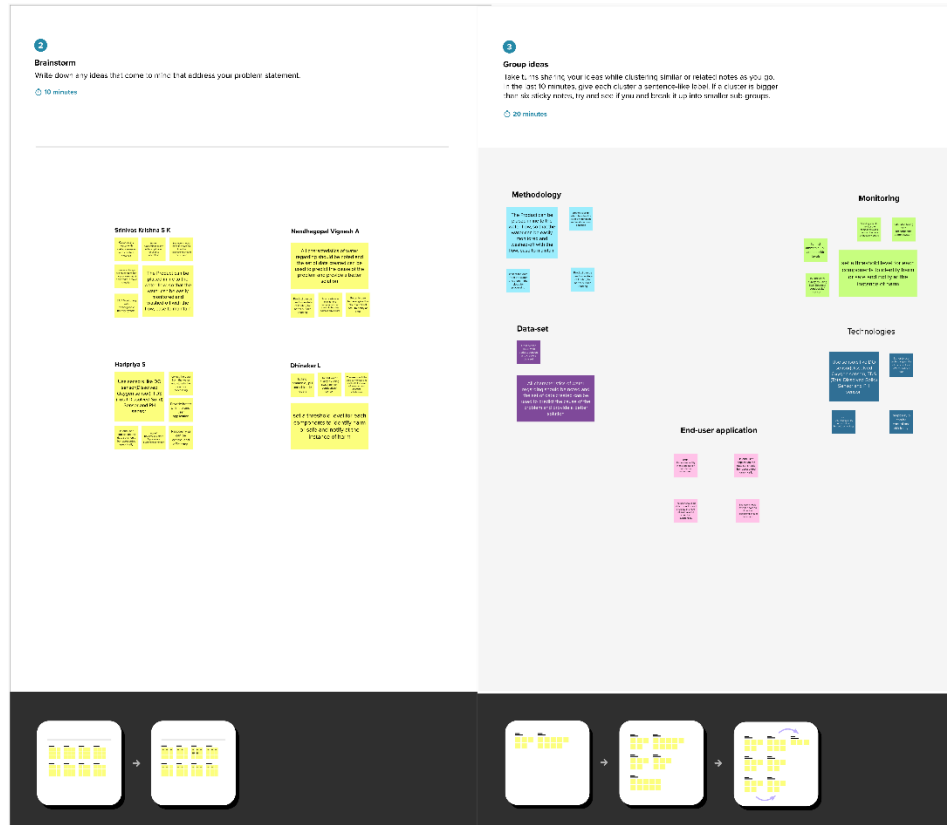
**How might we solve life by monitoring the river water quality?**

Farmers put fertilizers and pesticides to improve crop growth. However, these fertilizers and pesticides can be washed out of the soil by rain and eventually washed into rivers.

The concentration of nitrates and phosphates in water rises significantly when large amounts of fertilizer and agricultural wastes enter rivers. Algae use these substances to grow and multiply rapidly, turning the water green.

This algae overgrowth, called a cyanobacteria bloom, is harmful. When cyanobacteria are decomposed by the action of bacteria, bacteria multiply rapidly and use up all the oxygen in the water, causing many animals to die.

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



### 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

