

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	12 October 2022
Team ID	PNT2022TMID18038
Project Name	SmartFarmer - IOT Enabled Smart Farming Application
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 amount 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're 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



##### 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

Define who should participate 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 Superpowers to run a happy and productive session.



##### Open article


→

##### Members of Ideation Process:

**Team Leader:** RANJITH E

**Team Members:** Vishnu Vardhan R

Sruti L  
Vidhusham S




##### 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

Most of the rural area people can't implement the IOT devices because of they don't know about the device uses and it is difficult to use it




##### 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/icon to select/edit the note to reword/revise it.

#### Person 1

- Within a minute it can alert the farmer
- It is an automation device it can reduce the work
- It can notify the problems that occur in the field
- Improved and new technology will help farmers in effective way
- Data stored in cloud it will be useful for farmers to see the activities of the crop
- It can store all the data in the cloud
- This application or software will suggest every time to access the whole system
- By educating them about IoT device

#### Person 2

- It controls various parameters on these fields
- It can fulfil the customers needs
- serve variety of electronic services to villages
- IoT provide integrated platform to farmers
- It will automatically monitor all the activities of field
- Help farmers for intensive agriculture
- It can show the fertility of the field so farmer can use the required fertilizer

#### Person 3

- It can be easy to use by controlling the device from home
- secured cloud based server created to store data
- Connect skilling interventions to market
- Easy for the users

#### Person 4

- Ensure digital and awareness
- It includes to increase economic impact
- Software interface will be understandable
- Ensuring the need of devices to ensure the device effectively
- For using various smart agricultural gadgets, farmers have gained better result over the process
- Suitable for all types of soil
- High accuracy of field encryption
- Saving in labour and field preparation cost

### 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 filter, browse, organize, and categorize important ideas as they're added your board.

- It includes to increase economic impact
- By educating them about the IoT device
- Connect skilling interventions to market
- To encourage digital and financial inclusivity
- Suitable for all types of soil
- It can show the fertility of the field so farmer can use the required fertilizer
- Within a minute it can alert the farmer
- It will automatically monitor all the activities of field
- High accuracy of field encryption
- Saving in labour and field preparation cost
- It can be easy to use by controlling the device from home

### Step-3: Idea Prioritization



### 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.

Ⓢ 30 minutes

