

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	11 NOVEMBER 2022
Team ID	PNT2022TMID18018
Project Name	Project – Smart Farmer-IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:




Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template



Brainstorm & idea prioritization


For Smart Farming - IoT enabled Smart Farming Application

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

 Share template feedback

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Problem Statement for Smart Farming



PROBLEM

Farmers are under pressure to produce more food and use less energy and water in the process. A remote monitoring and control system will help farmers deal effectively with these pressures.

Step-2: Brainstorm, Idea Listing and Grouping

Partnership opportunities	First time experience
<div>Who do we already work with?</div> <div>What can't be done by our product today?</div> <div>What other products do users also use in combination?</div> <div>Who shares similar thought leadership points?</div> <div>Where are users discovering our product space?</div>	<div>How do users land in the product?</div> <div>How do users feel during the first 10 minutes in the product?</div> <div>When does the first session end?</div> <div>Why are they intending to come back?</div> <div>What prevents them from getting their job done?</div>
<div>What channels can we further explore?</div>	<div>How is their onboarding experience?</div> <div>What are their biggest painpoints?</div>
Topic	Topic
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Step-3: Idea Prioritization

