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

Step-2: Brainstorm, Idea Listing and Grouping

Partnership opportunities

Who do we already work with?

What can't be done by our product today?

What other products do users also use in combination?

Who shares similar thought leadership pieces?

Where are users discovering our product space?

What channels can we further explore?

First time experience

How do users land in the product?

How do users feel during the first 10 minutes in the product?

When does the first session end?

Why are they intending to come back?

What prevents them from getting their job done?

How is their onboarding experience?

What are their biggest painpoints?

Topic

Topic

Step-3: Idea Prioritization