

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	12 October 2022
Team ID	PNT2022TMID42904
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**



## 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  
 3-6 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

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- 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:** Arjun S

**Team Members:** Gogul R  
Dhayananth E  
Han Haran R

**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**

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 an smooth and productive session

- Stay in focus
- Encourage wild ideas
- Defers judgement
- Listen to others
- Go for volume
- If possible, let others

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

Write down any ideas that come to mind that address your problem statement.

**TIP** You can select a sticky note and hit the **Format** button to select a note to edit.

### Person 2

The diagram illustrates the components of the e-agriculture system. A central box labeled 'e-agriculture' is connected to six surrounding boxes, each describing a component's function:

- Internet**: It controls various parameters on their fields.
- Mobile phone**: It can fulfil the customers needs.
- SMS**: serve variety of electronic services to villages.
- GPS**: It will automatically monitor all the activities of field.
- GIS**: Help farmers for intensive agriculture.
- Database**: It can store the facility of the field.

### Person 4

Ensure digital and IT awareness	It includes to increase economic impact	saving in labour and field preparation cost
Software interface will be understandable	Balancing the need of devices to ensure the device effectively	The using of various smart farm related gadgets, sensors have gained better control over the process
Suitable for all types of soil	High accuracy of field encryption	

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.

fold customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as

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 farmer the health of the soil and the weather conditions	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		

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## 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

