

Brainstorm & Idea Prioritization

Date	15 October 2022
Team id	PNT2022TMID46009
Project name	Fertilizer recommendation system for disease prediction
Maximum marks	4 marks

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 2 hours
1 hour or less alone or
3-8 people in a meeting

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Before you collaborate

A little bit of preparation goes a long way when you start. Here's what you need to get going.

10 minutes

- Team gathering: Find a quiet place to brainstorm. If you're not in the same room, make sure everyone has a quiet place to work on their own.
- Set the goal: Make sure everyone is clear on the goal of the session. What are you trying to achieve?
- Learn how to use the facilitation tools: Use the Facilitation Tools provided by the app to help you guide the session.

Open article

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We... statement. This will help the focus of your brainstorm.

5 minutes

How might we (your problem statement)?

Key rules of brainstorming

- Be clear and concise in your problem statement.
- Be open to ideas.
- Encourage wild ideas.
- Defer judgement.
- Listen to others.
- Go for quantity.
- Be creative, be bold.

2 Brainstorm

Write down any ideas that come to mind. Don't worry about whether an idea is good or bad.

10 minutes

Aarthi	Aarthi
Avoid unwanted fertilizer	It allows farmers buy fertilizers by buy application itself
Easy identify the disease	Avoid unwanted chemical
	farmers can cultivate crop without hurdle
	farmers may avoid soil pollution
	It detects disease and suggest better solution
	It also tells the farming techniques to the farmers

Bavya	Stany
Instructions in correct way	usage period of the fertilizers is mentioned
firm recommendation for the farmer	userfriendly
	disease identification
	prior knowledge about the disease
	suggestion of correct fertilizers
	good quality of fertilizers

3 Group Ideas

Take 10-15 minutes to group ideas. Cluster similar or related ideas together. Once all sticky notes have been grouped, give each cluster a sentence label. If a cluster is bigger than 10 sticky notes, try and see if you can break it up into smaller subgroups.

10 minutes

It also tells the farming techniques to the farmer	farmers can easily avoid soil pollution	farmer can easily identify the disease
Easy to understand User Interface	Farmer can use correct fertilizer	Avoid financial loss

Tip: If you have a lot of ideas, it's better to have a few good ones than a lot of bad ones.

4 Prioritize

Your team should all be on the same page about what's important. Now, you need to decide which ideas are most important. Use the following criteria to help you decide.

10 minutes

Importance

Feasibility

good quality fertilizer

It detects disease and suggest correct treatment

It allows farmers buy fertilizers to buy application itself

Tip: If you have a lot of ideas, it's better to have a few good ones than a lot of bad ones.

5 After you collaborate

You can export the results as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the report: Share a report with the team to help them to keep track of the ideas.
- Export the report: Export the report as a pdf or image to share with the team.

Keep moving forward

- Brainstorming: Brainstorming is a great way to generate ideas.
- Customer experience journey map: A customer experience journey map is a visual representation of the customer's journey.
- Strengths, weaknesses, opportunities & threats: A SWOT analysis is a strategic planning tool.

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