


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID35350
Project Name	Project - VirtualEye - Lifeguard for Swimming Pools to Detect Active Drowning
Maximum Marks	4 Marks




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

Template




## 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  
 2-8 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

A

**Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B


**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

C

**Learn how to use the facilitation tools**


Use the Facilitation Superpowers to run a happy and productive 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 be the focus of your brainstorm.


 5 minutes


**PROBLEM**


How might we prevent drowning using state-of-the-art machine learning algorithms by virtually monitoring swimming pools?


**Key rules of brainstorming**


To run an 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 [switch to sketch] icon to start drawing!

#### Bhavya Ramkumar

- Automate the role of a lifeguard
- Install cameras in the pool to monitor swimming activity
- Ensure access to first aid equipment
- Ensure proper swimming training for novice swimmers before allowing them into deep parts of the pool

#### Vriksha Srihari

- Wear devices that aid buoyancy
- Ensure the presence of a lifeguard while swimming
- Install tool that doesn't replace a lifeguard, but instead assists them in doing their job more efficiently
- Make sure young children are always supervised

#### Sahana Dinesh

- Use the buddy system while swimming as a group
- Conduct training sessions for supervisors to recognise signs of distress/danger
- Follow the 20-minute rule (swimming after eating)
- Don't get into the pool unless you are physically well

#### Shruti Shivakumar Jayaraman

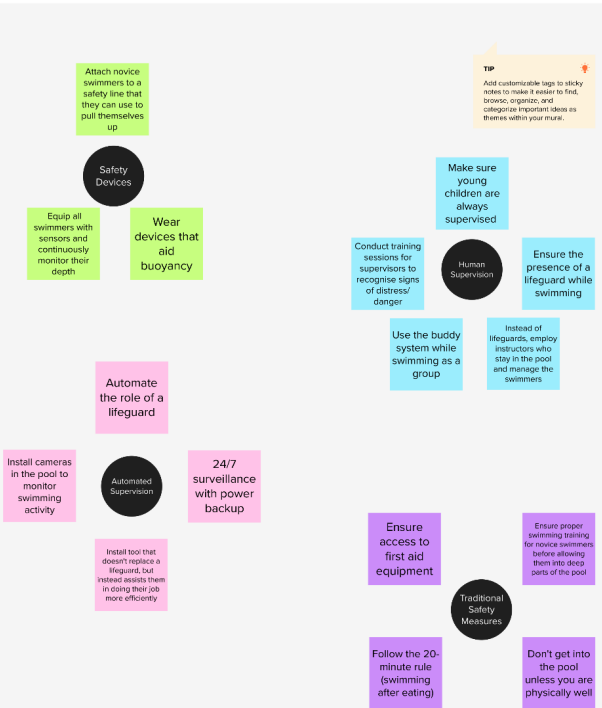
- Instead of lifeguards, employ instructors who stay in the pool and manage the swimmers
- Equip all swimmers with sensors and continuously monitor their depth
- Attach novice swimmers to a safety line that they can use to pull themselves up
- 24/7 surveillance with power backup

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



Step-3: Idea Prioritization

4

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

↑

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

↗

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Customize the system for each pool

Installing multiple cameras in perfect angles

ML model requires high accuracy

Alert and monitoring system must be user-friendly

Prevention of ghost detection by the ML model

Traditional pool safety measures must be taken care of

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

→

After you collaborate

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

Quick add-ons

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

📋

Strategy blueprint

Define the components of a new idea or strategy.

Open the template →

🗺️

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

📊

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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