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

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: Madhushri.M.A

Team Members: Krithika.R
Team Members: Karunya.I
Team Members: Mallichetty Harika

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

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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!

Person 1

- Within a minute it can alert the farmer
- It is an automation device it can reduce the work
- It can notify the problems that occur in the fied
- Improved and new technology will help farmers in effective way
- Data stored in cloud it will be useful for farmers to see the activities of the crop
- it can store all the data in the cloud
- This application or software will suggest every time to access the whole system
- By educating them about IOT device

Person 2

- It controls various parameters on their fields
- It can fulfil the customer's needs
- serve variety of electronic services to villages
- IOT provide integrated platform to farmers
- It will automatically monitor all the activities of field
- Help farmers for intensive agriculture
- It can show the fertility of the land. so, farmer canuse the required fertilizer

Person 3

- It can be easy to use by controlling the device from home
- secured cloud-based server created to store data
- Connect skilling interventions to market
- Easy for the users

Person 4

- Ensure digital and its awareness
- It includes to increase economic impact
- saving in labor and field preparation cost
- Software interface will be understandable
- Balancing the need of devices to ensure the device effectively
- For using various smart agricultural gadgets, farmers have gained better control over the process
- Suitable for all types of soil
- High accuracy of field encryption

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 and break it up into smaller sub-groups.

20 minutes

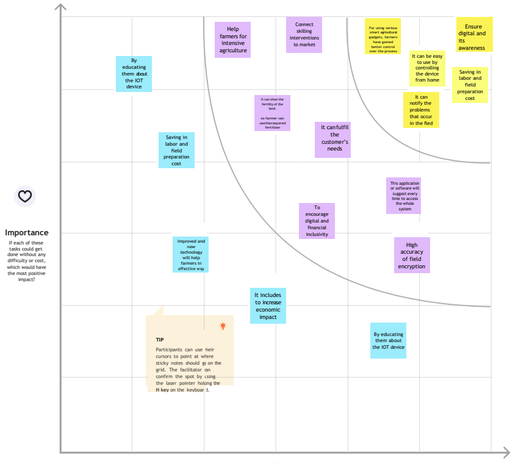
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

- 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 fertility of the land. so, farmer can use the requiredfertilizer
- Within a minute it can alert the farmer
- It will automatically monitor all the activities of field
- High accuracy of field encryption
- saving in labor and field preparation cost
- It can be easy to use by controlling the device from home

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



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

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

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.

Open the template

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example