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

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.

Open article →

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 →

Members of Ideation Process:

Team Leader: ABARNA V G

Team Members: ANBU MOZHI R
SASIKALA S

DIVYA R

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.

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 fled
- 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
- IOT provide integrated platform to farmers
- it can show the fertility of the land. so, farmer cause the required fertilizer
- 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
- it will automatically monitor all the activities of field
- Help farmers for intensive agriculture

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
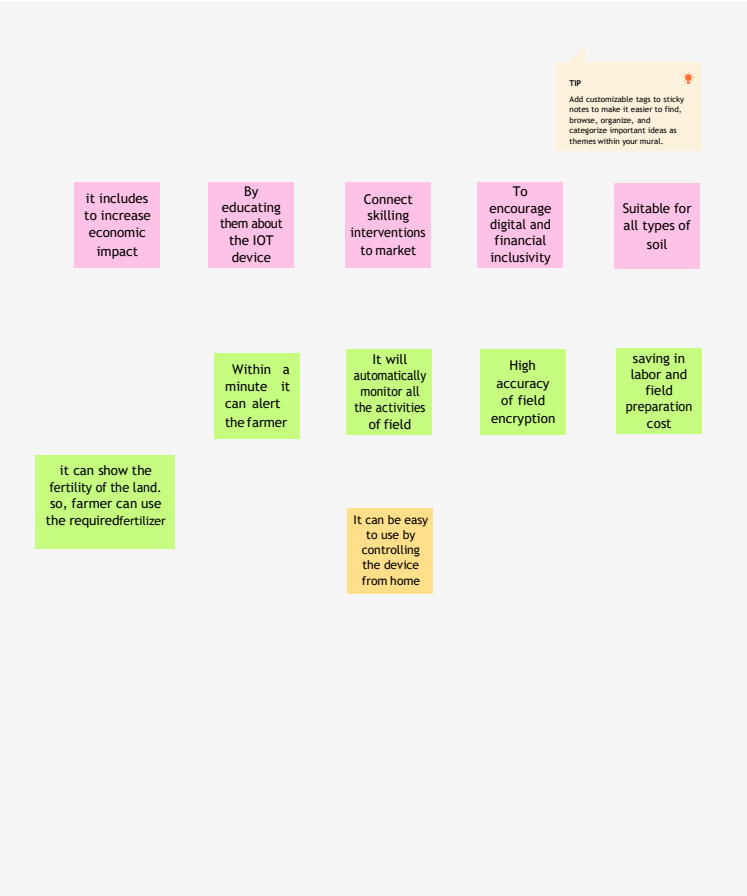- Easy for the users

Person 4

- Ensure digital and its awareness
- It includes to increase economic impact
- saving in labor and field preparation cost
- Suitable for all types of soil
- High accuracy of field encryption

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

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
- 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 show the fertility of the land. so, farmer can use the requiredfertilizer
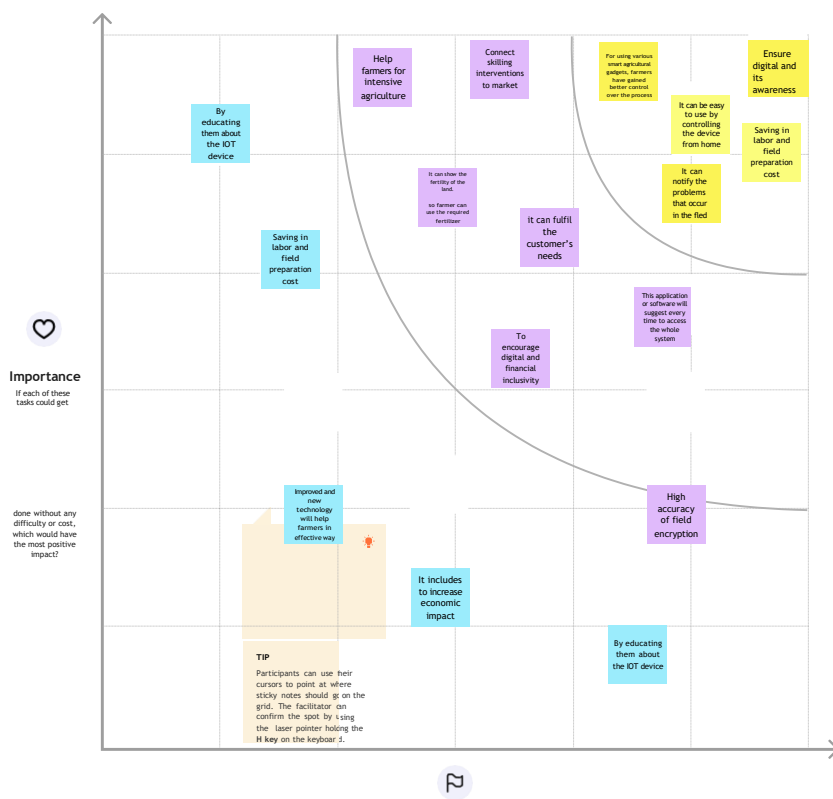- It can be easy to use by controlling the device from home

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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

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

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.
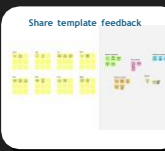Open the template →

- **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

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- **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

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