

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	24 September 2022
Team ID	PNT2022TMID07956
Project Name	Digital Naturalist-AI Enabled Tool for Biodiversity Researchers
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.

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

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

A Naturalist needs a handy tool to capture, identify and share information on the wildlife of nature.



##### 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

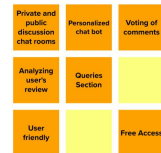
Write down any ideas that come to mind that address your problem statement.

10 minutes

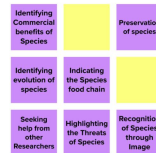
#### TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

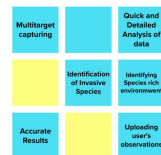
#### JANARTHANAN G



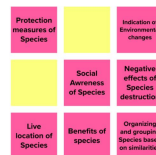
#### JAGADESWARAN A



#### BHUVAN KUMAR R



#### JEEVA K



3

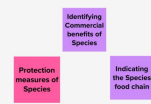
### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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.

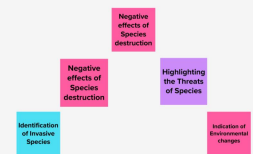
20 minutes

#### Social awareness

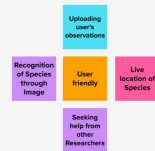
##### Positive Approach



##### Negative Effects



##### Application

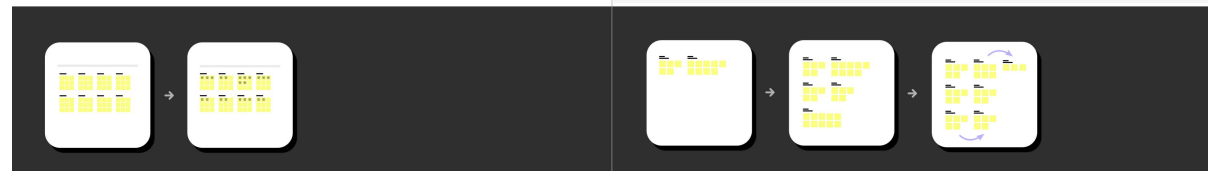


##### Research



#### TIP

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



## 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

