


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	04.11.2022
Team ID	PNT2022TMID05266
Project Name	IoT Enabled Smart Farming Application



### 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

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**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

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**PROBLEM**

Farmers need to deal with many problems like cope with climate change, soil erosion and bio diversity loss


**Key rules of brainstorming**

To run an smooth and productive session

 Stay in topic.


 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.



**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

## Step-2: Brainstorm, Idea Listing and Grouping

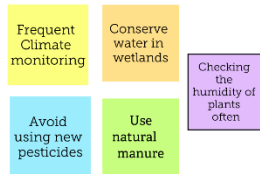
2

### Brainstorm

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

🕒 10 minutes

#### Naveen P M



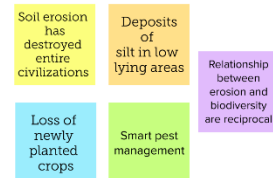
#### Naveen T



#### Niranjan N



#### Prasanth M



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

#### Soil erosion

Make shelter  
beds to save  
plants from  
harming

Soil erosion  
has  
destroyed  
entire  
civilizations

#### Manure/Pesticides

Improve  
soil quality  
by using  
natural  
manure

Smart pest  
management

Avoid using  
new  
pesticides

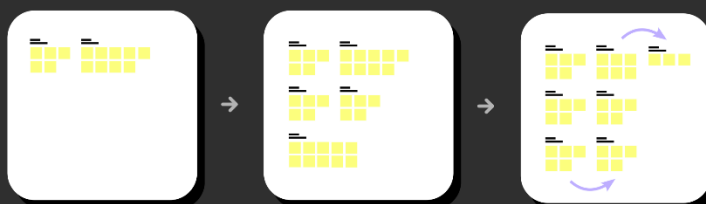
Eradicate  
introduced  
weeds on  
your  
property

#### Climate

Frequent  
Climate  
monitoring

Do farming  
in seasonal  
manner

Turn off  
irrigation  
system when  
rain is in the  
forecast



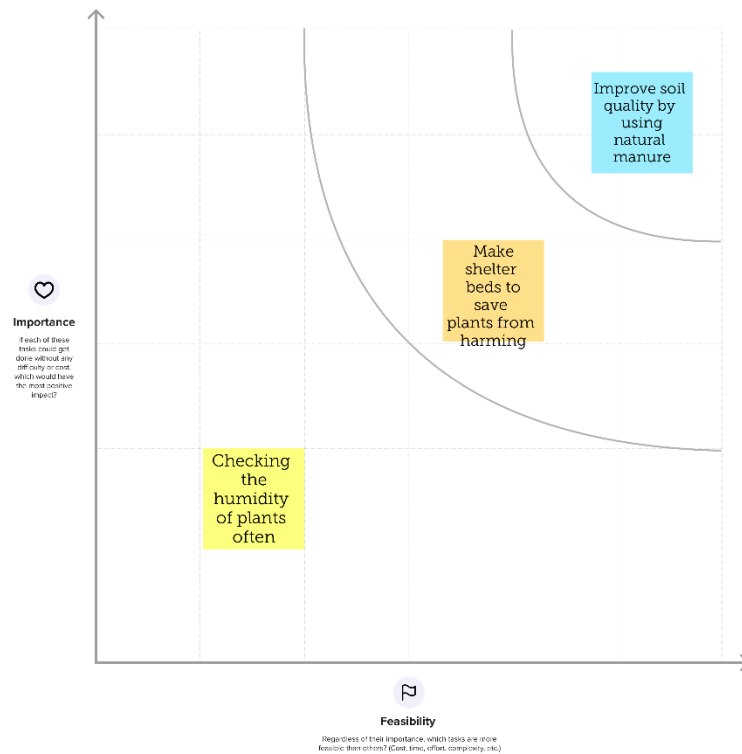
## step-3: Idea Prioritization

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



→

### 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.  
[Open the template →](#)

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