

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 OCTOBER 2023
Team ID	NM2023TMID05551
Project Name	Digital asset management on the ethereum block chain
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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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.

⌚ 15 minutes to prepare
👥 30-60 minutes to collaborate
👤 3-8 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.

⌚ 15 minutes

A TEAM GATHERING
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.

B Get the goal
Think about the problem statement you'll be focusing the brainstorming session.

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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.

⌚ 10 minutes


Users lack secure and user-friendly solutions for storing and managing their digital assets on the Ethereum blockchain.

High gas fees on Ethereum hinder efficient management and trading of digital assets, making small transactions uneconomical.

Users face challenges in diversifying their digital asset portfolio across various asset classes, such as cryptocurrencies, NFTs, and DeFi tokens.


Buyers of NFTs struggle to verify the authenticity and provenance of digital collectibles, leading to potential fraud.

Investors in DeFi assets find it difficult to assess and manage the risks associated with complex protocols, leading to potential losses.



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

KAVIYA

- Create a decentralized platform that allows users to manage a diverse portfolio of digital assets on Ethereum, including cryptocurrencies, NFTs, and DeFi assets.
- Complex, but possible with Ethereum smart contracts.
- Develop a service that verifies the authority of NFTs by tracking their ownership and provenance on the Ethereum blockchain.

GOVARTHAN

- Addresses concerns of NFT buyers and collectors.
- Build a tool that optimizes gas fees for Ethereum transactions, helping users reduce costs.
- Addresses a common pain point for Ethereum users.

MOHAMED NASSER

- Develop a platform that assesses the risk associated with different DeFi assets and provides users with insights for better investment decisions.
- Requires knowledge of DeFi protocols and risk analysis.
- Enhances the security of DeFi investments.

VINCENTRAJ

- Create a platform that aggregates digital assets across multiple blockchains, providing a unified management solution.
- Expands beyond Ethereum, enhancing asset diversity.
- Requires expertise and educational content creation.

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.

15 minutes

SECURITY



- Provides a collaborative approach to digital asset management, harnessing the collective wisdom of the group.
- Enhances security and transparency through Ethereum smart contracts.
- Fosters a community of like-minded individuals interested in asset management and blockchain technology.

FEATURES

- Users can create or join asset pools for different purposes, like long-term holding, trading, or NFT collections.
- Determining when the portfolio is diversified, with features using on-chain analytics and management strategies.
- Create a community forum for knowledge sharing and learning about asset management in a decentralized context.

CHALLENGES

- Ensuring user privacy and data protection.
- Ensuring user privacy and data protection.
- Developing a user-friendly interface for the platform.

Step-3: Idea Prioritization

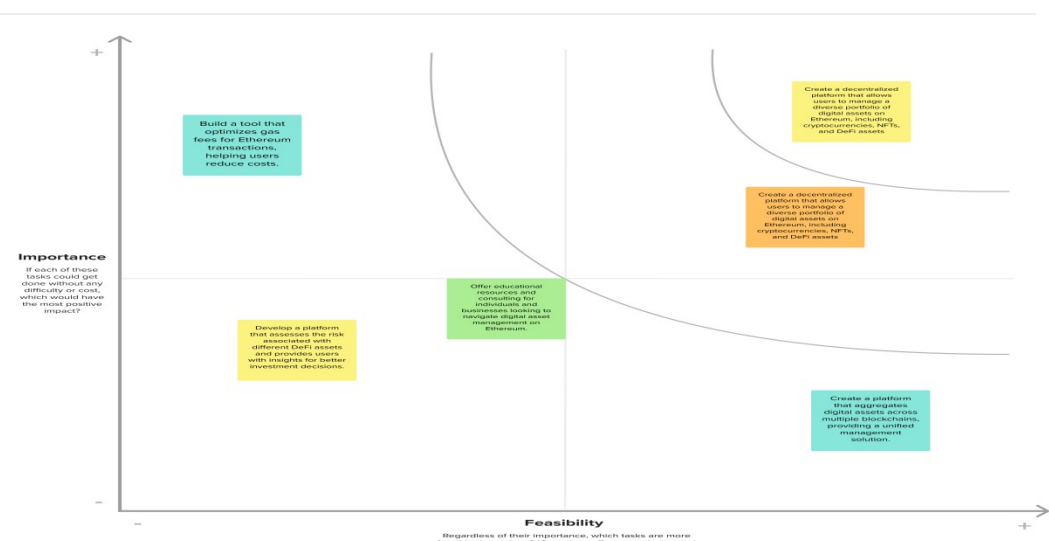
4 Prioritize

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

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.



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.)

