

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 May 2025
Team ID	LTVIP2025TMID43861
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

In this phase, we explored various ideas to solve the challenge of early poultry disease detection. By combining the team's expertise in AI, mobile development, and veterinary science, we brainstormed solutions like AI-powered image classification, mobile app integration, and treatment recommendations. These ideas were then grouped and evaluated for impact and feasibility.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Template

Brainstorm & idea prioritization

we gathered as a multidisciplinary team to explore the challenges faced by poultry farmers in identifying diseases early. Using brainstorming techniques, we generated innovative ideas involving artificial intelligence and mobile integration. We then prioritized solutions that would be feasible, impactful, and accessible—leading to the idea of a transfer learning-based disease classification system.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-8 people recommended

Before you collaborate

Our team aligned on the goal to help poultry farmers detect diseases early using AI. We combined expertise in deep learning, agriculture, and app development to design a mobile-based solution for diagnosing common poultry diseases and recommending treatments.

🕒 10 minutes

A Team gathering

We formed a team with AI developers, agriculture experts, and app designers to address poultry health challenges using technology.

B Set the goal

Our goal was to develop an AI-powered system using transfer learning to detect poultry diseases from images and provide instant treatment suggestions through a mobile app.

C Learn how to use the facilitation tools

We used mind mapping and prioritization charts to organize our ideas, identify key challenges in poultry health, and select the most impactful AI-based solution.

Open article →

Define your problem statement

Farmers lack quick, reliable ways to detect poultry diseases. Our solution uses AI to identify diseases from images and suggest treatments instantly.

🕒 5 minutes

PROBLEM

Delayed or inaccurate detection of poultry diseases leads to high bird mortality and financial loss for farmers.

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

We explored various ideas to solve the issue of poultry disease detection, focusing on accessibility, accuracy, and impact. Ideas ranged from manual symptom checklists to advanced AI image classification and mobile integration. Each team member contributed ideas based on their expertise in AI, veterinary care, and user experience.

10 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas

After brainstorming, we grouped similar ideas into key themes like AI-based disease detection, mobile accessibility, offline support for rural areas, and treatment recommendation systems. This helped us focus on solutions that were both technically feasible and highly beneficial to poultry farmers.

20 minutes

TIP

You can select a sticky note and hit the pencil switch to switch from to start drawing!

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

We evaluated our grouped ideas based on their **impact on poultry farmers** and **technical feasibility**. Solutions like AI-based image classification and mobile treatment guidance ranked high in both importance and feasibility, making them top priorities for development.

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.



🕒 20 minutes

