

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 23 May 2023 |
| Team ID | NM2023TMID14032 |
| Project Name | Project-Green Thumbs: A Comprehensive Guide to Caring for your Houseplants |
| Maximum Marks | 4 Marks |

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

The image shows a Mural workspace for the 'Ideation Phase' of a project. The workspace is organized into several panels:

- Brainstorm & idea prioritization:** This panel on the left provides instructions for the ideation process, including 'Define your problem statement', 'Brainstorm', 'Group ideas', and 'Prioritize'.
- Define your problem statement:** This panel contains a sticky note with the text: 'How can we help people who are struggling to care for their houseplants?'.
- Brainstorm:** This panel is divided into four quadrants (A, B, C, D) for brainstorming ideas. It contains several yellow sticky notes with ideas such as 'Create a comprehensive guide to caring for houseplants', 'Develop a mobile app for houseplant care', 'Create a social media campaign for houseplant care', 'Develop a website for houseplant care', 'Create a podcast for houseplant care', 'Develop a YouTube channel for houseplant care', 'Create a blog for houseplant care', 'Develop a newsletter for houseplant care', 'Create a podcast for houseplant care', 'Develop a YouTube channel for houseplant care', 'Create a blog for houseplant care', and 'Develop a newsletter for houseplant care'.
- Group ideas:** This panel contains a sticky note with the text: 'Group ideas into themes and categories'.
- Prioritize:** This panel features a 2x2 matrix with 'Feasibility' on the x-axis and 'Desirability' on the y-axis. It contains several yellow sticky notes with ideas placed within the matrix, such as 'Create a comprehensive guide to caring for houseplants', 'Develop a mobile app for houseplant care', 'Create a social media campaign for houseplant care', 'Develop a website for houseplant care', 'Create a podcast for houseplant care', 'Develop a YouTube channel for houseplant care', 'Create a blog for houseplant care', and 'Develop a newsletter for houseplant care'.