Ideation Phase
Brainstorm & Idea Prioritization Template
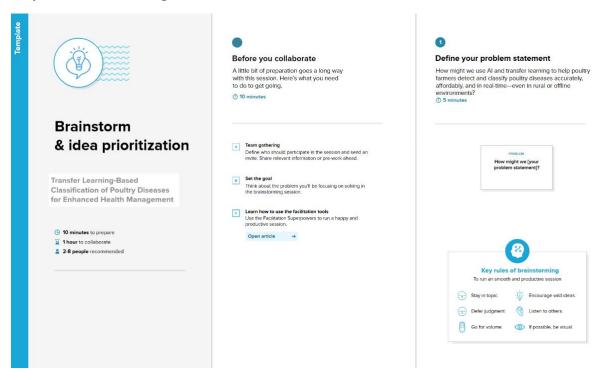
Date	31 January 2025
Team ID	LTVIP2025TMID46233
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:
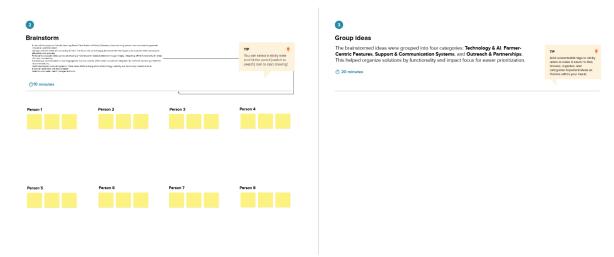
To address the challenges faced by poultry farmers, we brainstormed multiple ideas such as a mobile app for image-based disease detection, offline functionality for remote areas, and using transfer learning to improve diagnostic accuracy. These ideas were categorized by technology, usability, and collaboration, then evaluated based on impact and feasibility. The top priorities identified were: building a mobile app with camera-based disease classification, enabling offline access, and developing a robust transfer learning model. These ideas offer the most practical and high-impact solutions for improving poultry health management in low-resource settings.

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

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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

As part of the project on Transfer Learning-Based Classification of Poultry Diseases, a brainstorming session was conducted to generate innovative, practical ideas t leveraging the needs of rural poultry farmers. The focus was on leveraging AI and transfer learning to build a solution that is accessible, affordable, and accurate.

Participants proposed ideas such as developing a mobile app for disease detection through images, integrating offline functionality for areas with poor connectivity.

and adding a voice assistant in local languages to improve usability. Other ideas included AI integration for real-time monitoring, treatment recommendations,

Health dashboards, and alert systems. These ideas reflect a strong blend of technology, usability, and community-based efforts to empower rig farmers with early disease detection and better health management tools.

⏱ 10 minutes

Person 1	Person 2	Person 3	Person 4

Person 5	Person 6	Person 7	Person 8

3

Group Ideas

The brainstormed ideas were grouped into four categories: **Technology & AI**, **Farmer-Centric Features**, **Support & Communication Systems**, and **Outreach & Partnerships**. This helped organize solutions by functionality and impact focus for easier prioritization.

⏱ 20 minutes

Step-3: Idea Prioritization

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Prioritize

High-priority ideas include the mobile app with offline disease detection and treatment guidance. Medium and low priorities involve features like IoT sensors, alert systems, and vet integrations based on feasibility.

⏱ 20 minutes

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.)

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

Share the mural
Share a view **link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

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 →