# Ideation Phase
# Brainstorm & Idea Prioritization Template

| Date | 21 October 2023 |
|---|---|
| Team ID | NM2023TMID01485 |
| Project Name | FARMER INSURANCE CHAIN |
| Maximum Marks | 4 Marks |

## Idea Prioritization Matrix:

u can create a matrix based on two key dimensions:

1. **Impact** : How much will the idea positively influence the effectiveness and of the electronic voting system? Rate it on a scale of 1-5, with 5 he highest impact.
2. **Feasibility** : How feasible is it to implement the idea considering budget, and resources? Rate it on a scale of 1-5, with 5 being the most feasible.

Rank each idea based on these dimensions and calculate a combined score for each idea (Impact x Feasibility). Prioritize the ideas with the highest combined scores.

# 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

1. **Define Objectives and Goals**
2. **Select the Right Technology**
3. **Establish Security Measures**
4. **Voter Authentication**
5. **Voter Registration**

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**A**   Team gathering

1. **Election Administrators:** Those responsible for managing the voting process.
2. **Cybersecurity Experts:** Professionals with expertise in securing electronic systems.

**B**   Set the goal

The problem I'll be focusing on solving in the brainstorming session is how to enhance the security and transparency of electronic voting systems while maintaining voter privacy and trust in the electoral process.

**C**   Learn how to use the facilitation tools

1. **Empathy:** Understand the concerns and perspectives of the participants. Acknowledge their feelings and viewpoints regarding the problem. Show that you value their input and that their ideas are important.
2. **Active Listening:** Pay close attention to what participants are saying. Repeat or summarize their ideas to ensure understanding.

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## Define your problem statement

**Electronic Voting System**

1. How might we create an electronic voting system that enhances the accessibility, security, and transparency of the voting process, while also ensuring the integrity and confidentiality of each vote, to encourage greater participation and trust in democratic elections?

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### Key rules of brainstorming
To run an smooth and productive session

- 👁 Stay in topic.
- 💡 Encourage wild ideas.
- 🔇 Defer judgment.
- 👂 Listen to others.
- 📊 Go for volume.
- 👁 If possible, be visual.

**2**

# Brainstorm

**IDEAS:**
1.Blockchain-Based Voting
2.Biometric Authentication
3.Two-Factor Authentication
4.Remote Voting Options
5.End-to-End Encryption

**Person 1**

| 1.Technology Expert (Alice): | 2. Cybersecurity Specialist (Eve): | |

**Person 2**

| 1.Community Outreach Coordinator (Fiona) | 2.Legal Expert (George) | |

**Person 3**

| 1.Election Administrator (Bob): | 2. Transparency Advocate (Helen): | |

**Person 4**

| 1.Privacy Advocate (Charlie) | 2.Promote the use of open-source software in electronic voting systems | |

**Person 5**

| 1George, the legal expert | 2.minimal data retention | |

**Person 6**

| 1.Increased Convenience and Accessibilit | 2.Enhanced Efficiency: | |

**Person 7**

| 1.Reduced Human Error | 2.Improved Transparency | |

**Person 8**

| 1.Security Concerns | 2.Privacy and Data Protection | |

## Group ideas

**Cluster 1: Security and Authentication**
- Blockchain-Based Voting
- Biometric Authentication
- Two-Factor Authentication
- Secure Hardware Tokens
- Cybersecurity Protocols
- Data Privacy Regulations

**Cluster 2: Transparency and Verification**
- Open Source Voting Software
- Voter-Verified Paper Audit Trails (VVPAT)
- Independent Verification
- Real-Time Verification
- Public Awareness Campaigns
- International Standards

**Cluster 3: Accessibility and Inclusivity**
- Remote Voting Options
- Inclusivity Measures
- User-Friendly Interfaces
- Interoperability

**Cluster 4: Backup and Contingency**
- Redundancy and Contingency Plans

**Cluster 5: Voter Confidence and Trust**
- Public Awareness Campaigns
- Independent Verification
- International Standards
- Voter-Verified Paper Audit Trails (VVPAT)

**Cluster 6: Voter Data Protection**
- Data Privacy Regulations
- End-to-End Encryption
- Secure Hardware Tokens

These clusters represent groups of ideas that address different aspects of the problem statement, from security and transparency to accessibility and voter confidence. Breaking down larger clusters into sub-groups helps to focus on more specific solutions within those areas.

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## Prioritize

To determine which ideas are important and feasible, let's create a grid with two axes: one for importance and one for feasibility. We can categorize each idea based on these criteria.

- **High Importance, High Feasibility:** These are the ideas that are both crucial and practical to implement.
- **High Importance, Low Feasibility:** These ideas are important but might face challenges in terms of implementation.
- **Low Importance, High Feasibility:** These ideas are practical but may not have a significant impact.
- **Low Importance, Low Feasibility:** Ideas that are neither highly important nor easily achievable.

Let's categorize the ideas:

**High Importance, High Feasibility:**
- Blockchain-Based Voting
- Biometric Authentication
- Two-Factor Authentication
- Secure Hardware Tokens
- Voter-Verified Paper Audit Trails (VVPAT)
- Independent Verification
- Data Privacy Regulations
- User-Friendly Interfaces
- Interoperability

**High Importance, Low Feasibility:**
- Real-Time Verification
- Inclusivity Measures
- Public Awareness Campaigns
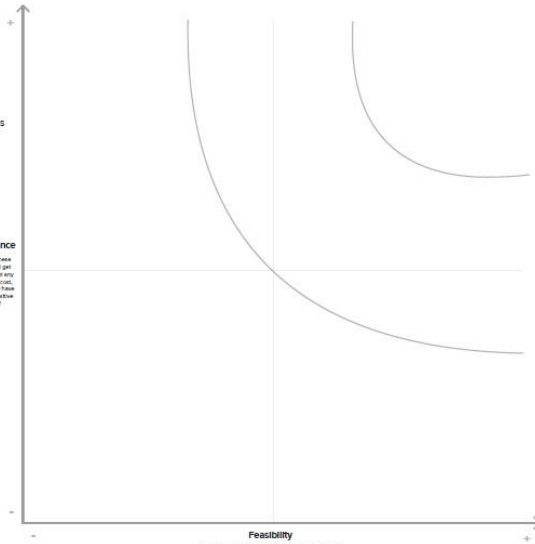
**Low Importance, High Feasibility:**
- Open Source Voting Software
- Redundancy and Contingency Plans

**Low Importance, Low Feasibility:**
- International Standards
- Remote Voting Options
- Cybersecurity Protocols

**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.)

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## 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 →

Share template feedback