

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	28 April 2023
Team ID	NM2023TMID04859
Project Name	Project – Green Thumbs: A Comprehensive Guide To Caring For Your Houseplants
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Here we have used brainstorming technique that is used to evaluate the strengths, weaknesses, opportunities, and threats of our project on green thumbs.

By identifying these factors, we have developed strategies to overcome challenges and helps to capitalize on opportunities.

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



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

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.

10 minutes

- A Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive 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.

5 minutes

PROBLEM

We focused primarily on setting reminders to care for your plants. Our product will solve the main challenges of growing plants indoors, our main goal is to take good care of their existing plants. Important features notifications and tips for growing plant will help you to maintain your plants in good condition

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil button to enter edit mode to start drawing.

Person 1

Detailed instructions about different watering methods-water over the soil, bottom watering etc.

It gives the information on fertilizing, misting, repotting and pruning instructions and reminders.

People can track the activities of plants.

Person 2

Various challenges like watering, temperature check etc., may damage the plants due to lack of awareness about planting.

Allow care remainders on daily basis or weekly basis according to type of plants.

**Collect all
your plants in
one page
under "my
plants" icon.**

Person 3

Your plant varieties can be identified from this app.

**Plants
recommendation
according to the
environment.**

Climatic indicators of the environment.

Person 4

Current plant care needs are shown on the homescreen.

If your plants were affected by disease it gives you the nutrition tips.

Providing instructions to protect your plants from insects and pests.

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.

20 minutes

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they pop within your mind.

It provides information about the Indoor plants for pure air and calm Atmosphere.

These information is utilized in order to reduce the Polluted Air, Moisture and Temperature in our Living space

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.

