Ideation Phase
Brainstorm & Idea Prioritization

Date	15 April 2025
Team ID	SWTID1743500346
Project Name	**Farm-Ease: Revolutionizing Agriculture with Technology**
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

Our team came together with a shared interest in addressing real-life challenges through the use of technology. We held our brainstorming sessions both virtually—using platforms like Google Meet and WhatsApp—and in person. To organize our ideas and collaborate effectively, we used tools such as Google Docs and Notepad.

After discussing several ideas, we decided to focus on the problem:- "Today's farmers are operating in an ever-more complicated, unpredictable, and information-intensive environment. However, the instruments at their use continue to be old-fashioned, disparate, or out of reach.

Reference: https://www.kisansuvidha.gov.in/

Step-2: Brainstorm, Idea Listing and Grouping

Raw Ideas:

- Real-time weather updates
- Live mandi (market) price updates
- Crop rotation suggestions
- Government schemes awareness
- Fertilizer usage tips
- Pest & disease identification (image-based)
- Soil health analysis
- Expense tracker & profit calculator
- Video consultation support

Grouped Ideas:

- Real-time Weather API Integration
- Soil Health Monitoring Module
- Expert Consulation Module
- Community Support
- Admin Features: View users, manage appointments

Step-3: Idea Prioritization

After grouping, we Prioritize Matrix based on two key factors :

1. Impact – How valuable is this feature to your users (especially farmers)?
2. Feasibility – How easy/realistic is it to build with your current resources?

High Priority (Must-Have)

- Weather Forecast (location – based)
- Crop Recommendation System
- Market Price Updates (Mandi rates)
- Pest & Disease Detection (Image – based)

Medium Priority (Should-Have)

- Farmer Community Forum
- Government Scheme Awareness
- Video Tutorials (Regional language)
- Produce listing / Buyer Connect

Low Priority (Can Add Later)

- Drone Integration
- Voice Assistant / SMS Notification
- Blockchain Produce Tracking