Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25 October 2023
Team ID	NM2023TMID03827
Project Name	Block Chain for Real Estate Management
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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

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.
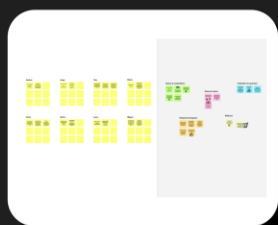
B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

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

How might we [your problem statement]?

Blockchains like Bitcoin and Ethereum have faced scalability issues, causing slow transaction processing times and high fees during periods of high demand. Scaling blockchain technology to handle the volume of real estate transactions is a challenge.

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.

Brainstorm

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

🕐 **10 minutes**

Person 1

To leverage blockchain technology for more efficient, secure, and transparent real estate management.	Enable investors to easily track and manage their investments	Tokenize real estate properties, allowing for fractional ownership through blockchain-based tokens.

Person 2

Eliminate the risk of fraudulent property transactions by linking titles to immutable blockchain records.	Create user-friendly mobile apps and web platforms that make it easy for users to interact with blockchain-based real estate services.	Launch awareness campaigns and educational initiatives to inform stakeholders

Person 3

Facilitate peer-to-peer property sales	Enable seamless KYC (Know Your Customer) and AML (Anti-Money Laundering) checks	Automate maintenance requests and payments for repairs through smart contracts

Person 4

Implement a blockchain-based system for property valuation and appraisal data.	Enhance data security by storing sensitive real estate information on a distributed and encrypted blockchain.	Enable transparent procurement processes for developers and builders.
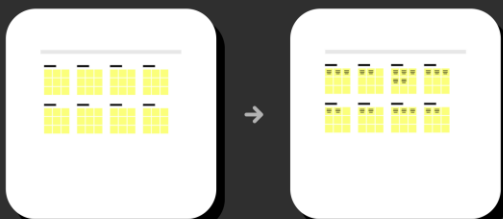
Group ideas

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

To leverage blockchain technology for more efficient, secure, and transparent real estate management.

Eliminate the risk of fraudulent property transactions by linking titles to immutable blockchain records.

Enable seamless KYC (Know Your Customer) and AML (Anti-Money Laundering) checks

Enable investors to easily track and manage their investments

Facilitate peer-to-peer property sales

Tokenize real estate properties, allowing for fractional ownership through blockchain-based tokens.

Implement a blockchain-based system for property valuation and appraisal data.

Enhance data security by storing sensitive real estate information on a distributed and encrypted blockchain.

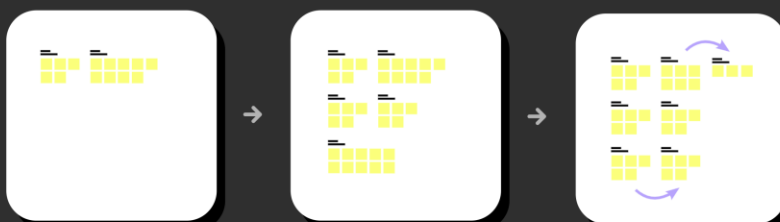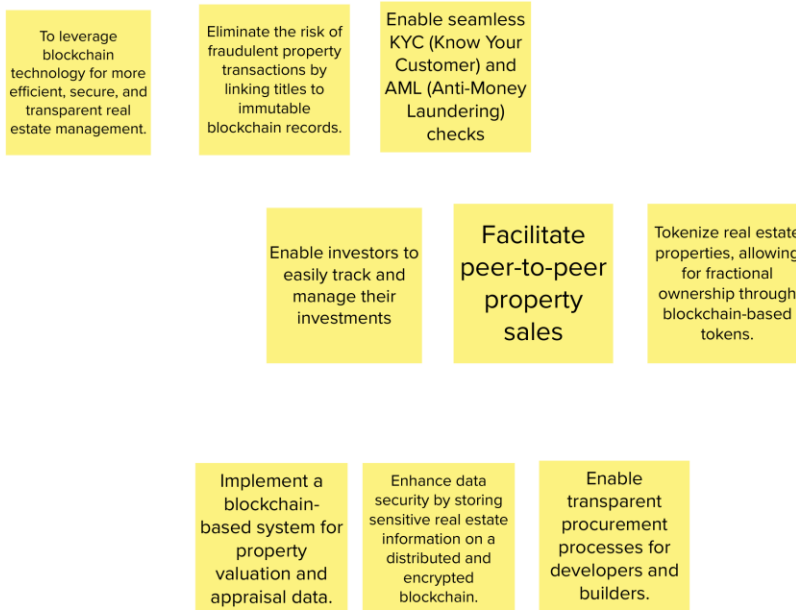Enable transparent procurement processes for developers and builders.

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**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

To leverage blockchain technology for more efficient, secure, and transparent real estate management.

Eliminate the risk of fraudulent property transactions by linking titles to immutable blockchain records.

Facilitate peer-to-peer property sales

Enable seamless KYC (Know Your Customer) and AML (Anti-Money Laundering) checks

Enable investors to easily track and manage their investments

Tokenize real estate properties, allowing for fractional ownership through blockchain-based tokens.

Enhance data security by storing sensitive real estate information on a distributed and encrypted blockchain.

Enable transparent procurement processes for developers and builders.

Implement a blockchain-based system for property valuation and appraisal data.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)