

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|-------------------------|
| Date | 28 octoberr 2023 |
| Team ID | A3E55C69D0AE3FB986846D6 |
| Project Name | Farmer insurance chain |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template:

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

The screenshot displays the Mural online collaboration platform. The browser's address bar shows the URL: `app.mural.co/t/rajaveni0040/m/rajaveni0040/1698568931338/5312a523eb8a1489e54b404300e87eb74cfc419e?sender=uc8b19497caf6f5285c...`. The Mural interface features a central workspace with a title "Brainstorm & idea prioritization" and a subtitle "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." Below the title, it lists recommended session durations: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended". The workspace is divided into four main sections: 1. "Before you collaborate" (10 minutes), which includes steps for "Team gathering", "Set the goal", and "Learn how to use the facilitation tools". 2. "Define your problem statement" (5 minutes), which prompts the user to "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." 3. "Brainstorm" (10 minutes), which prompts the user to "Write down any ideas that address your problem statement." 4. "Key rules of brainstorming" (10 minutes), which lists rules like "Stay in topic" and "Defer judgment." The interface also includes a sidebar with various tools (text, shapes, images, etc.) and a bottom toolbar with zoom and navigation controls. The Windows taskbar at the bottom shows the system time as 08:24 PM on 30-10-2023.

Step-2: Brainstorm, Idea Listing and Grouping

The screenshot shows the Mural workspace interface. On the left, a vertical toolbar contains icons for various tools. The main workspace is divided into two panels. The left panel, titled "Brainstorm", contains a grid of sticky notes organized into five columns labeled "Person 1" through "Person 5". Each column contains several yellow sticky notes with text. A tip box in the top right of this panel reads: "You can select a sticky note and move it (click and drag) to a new location." The right panel, titled "Group Ideas", contains a large empty space for grouping ideas. A tip box in the top right of this panel reads: "Add sticky notes to make it easier to see how ideas are related and to group them into clusters." Below the panels, a Windows taskbar is visible with the search bar and various application icons. The system tray shows the date and time as 08:24 PM on 30-10-2023.

Step-3: Idea Prioritization

The screenshot shows the Mural workspace interface during the Idea Prioritization step. The main workspace is divided into two panels. The left panel contains three yellow sticky notes with text, connected by curved lines. The notes read: "The group talks about any policy recommendations or innovations that could enhance the sustainability aspect of farmer insurance chains.", "Participants discuss how insurance can encourage environmentally friendly farming practices and reduce risks associated with climate change.", and "The Environmental Advocate discusses the role of farmer insurance chains in promoting sustainability in agriculture." The right panel, titled "Keep moving forward", contains a list of templates and a tip box. The templates listed are: "Strategy blueprint", "Customer experience journey map", and "Strengths, weaknesses, opportunities & threats". Each template has a brief description and a link to "Open the template". A tip box in the top right of this panel reads: "Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session." Below the panels, a Windows taskbar is visible with the search bar and various application icons. The system tray shows the date and time as 08:25 PM on 30-10-2023.