


Ideation Phase

Brainstorm & Idea Prioritization

Date	27 June 2025
Team ID	LTVIP2025TMID59407
Project Name	Enchanted Wings: Marvels Of Butterfly Species
Maximum Marks	4 Marks




1. Team Gathering, Collaboration and Select the Problem Statement

Template




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](#) →

1


Define your problem statement

creating a robust butterfly image classification model using transfer learning techniques.

 5 minutes


PROBLEM


How might we predict butterfly species?





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.



Need some inspiration?

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

[Open example](#) →

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 (switch to SHOCK) icon to start drawing!

Person 1	Person 2	Person 3	Person 4
Can we detect multiple butterflies in one image?	Upload or capture image using camera	Web app for citizen scientists (Streamlit / Flask)	Offline usage for remote researchers
What if image quality is low (blurry, far away)?	Show confidence % for each prediction	Android app using TensorFlow Lite	Confusion matrix across species
Can we augment underrepresented species	Provide links to species info (e.g., Wikipedia)		

3 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

TIP Add customizable tags to sticky notes to make it easier to filter, browse, organize, and categorize related ideas as themes within your mural.

Web app for citizen scientists (Streamlit / Flask)

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.

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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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 →](#)