Ideation Phase Brainstorm & Idea Prioritization

Date	**4 Nov 2023**
Team ID	NM2023TMID04532
Project Name	Climate Track Smart using Blockchain

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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down ways/ideas that come to mind that add into your problem statement

⏱ 10 minutes

Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than necessary, try and see if you and break it up into smaller sub-groups.

⏱ 30 minutes

Anusuya

Emma can use the blockchain-powered platform to transparently track her carbon emissions and address her sustainability efforts.	The platform rewards her with tokens for reducing her carbon footprint. These tokens can be used to support eco-friendly projects or redeem discounts.	

Ashika

Increased public safety from improved lighting, safer traffic due to increased visibility of hazards.	Emma can access detailed data on her carbon footprint and receive recommendations on further improvements.	

Divya

Climate TrackSmart enables Emma to educate her followers and inspire them to take climate action using the platform's tools and features.	She is well-versed in technology, especially blockchain and cryptocurrency, and understands their potential for tracking and maintaining sustainable practices.	

Manju

Emma believes in the power of data and metrics to drive change. She's keen on using data to understand and improve her eco-friendly practices.	She loves cycling, walking, and using public transport. Emma often participates in local clean-up events and volunteers at environmental organizations.	

Utilize blockchain to securely and transparently record carbon emissions and eco-friendly actions. Implement smart contracts to automate tracking, verification, and reward distribution for climate-friendly behaviors.

Create a token-based rewards system to incentivize sustainable actions, where users earn tokens for eco-friendly behaviors. Build a marketplace where users can spend their earned tokens on eco-friendly products, services, or support for green initiatives.

Enable users to share their achievements and progress on social media, fostering a sense of community and encouraging others to join. Provide a space for users to discuss climate-related topics, share tips, and collaborate on local environmental initiatives.

Create user-friendly graphs and charts to help users understand and interpret their carbon data. Utilize artificial intelligence to suggest personalized actions for reducing one's carbon footprint based on their data.
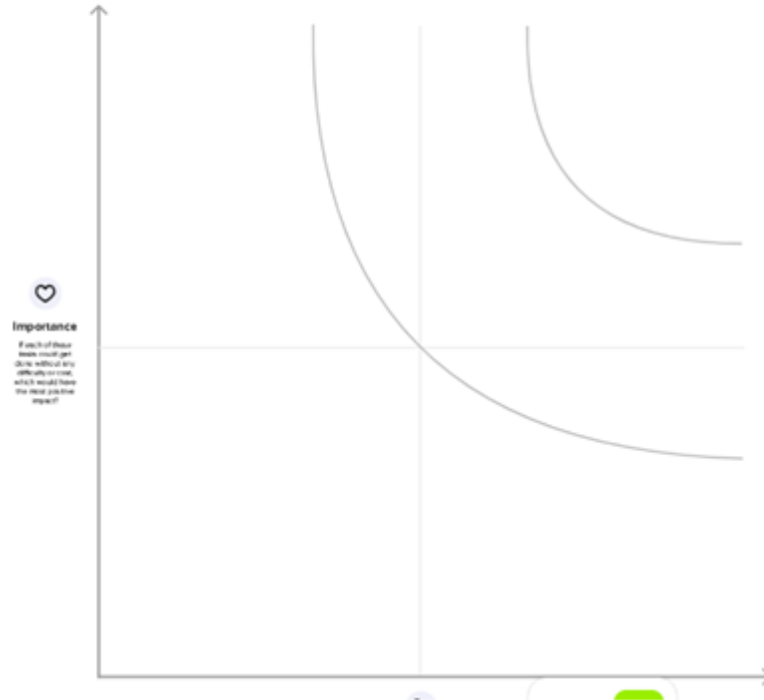

Step-3: Idea Prioritization

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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.

⏱ 30 minutes

Importance

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

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

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

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 →

Share template feedback