Ideation Phase

Brainstorm & Idea Prioritization Template

Date	04 - 10 - 2023
Team ID	NM2023TMID11286
Project Name	Block chain- Based Smart Real Management System

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.

→

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   →

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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

Blockchain-based systems
can be expensive to
develop and implement.
This is a barrier for entry for
many real estate
businesses, especially small
and medium-sized
businesses.

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

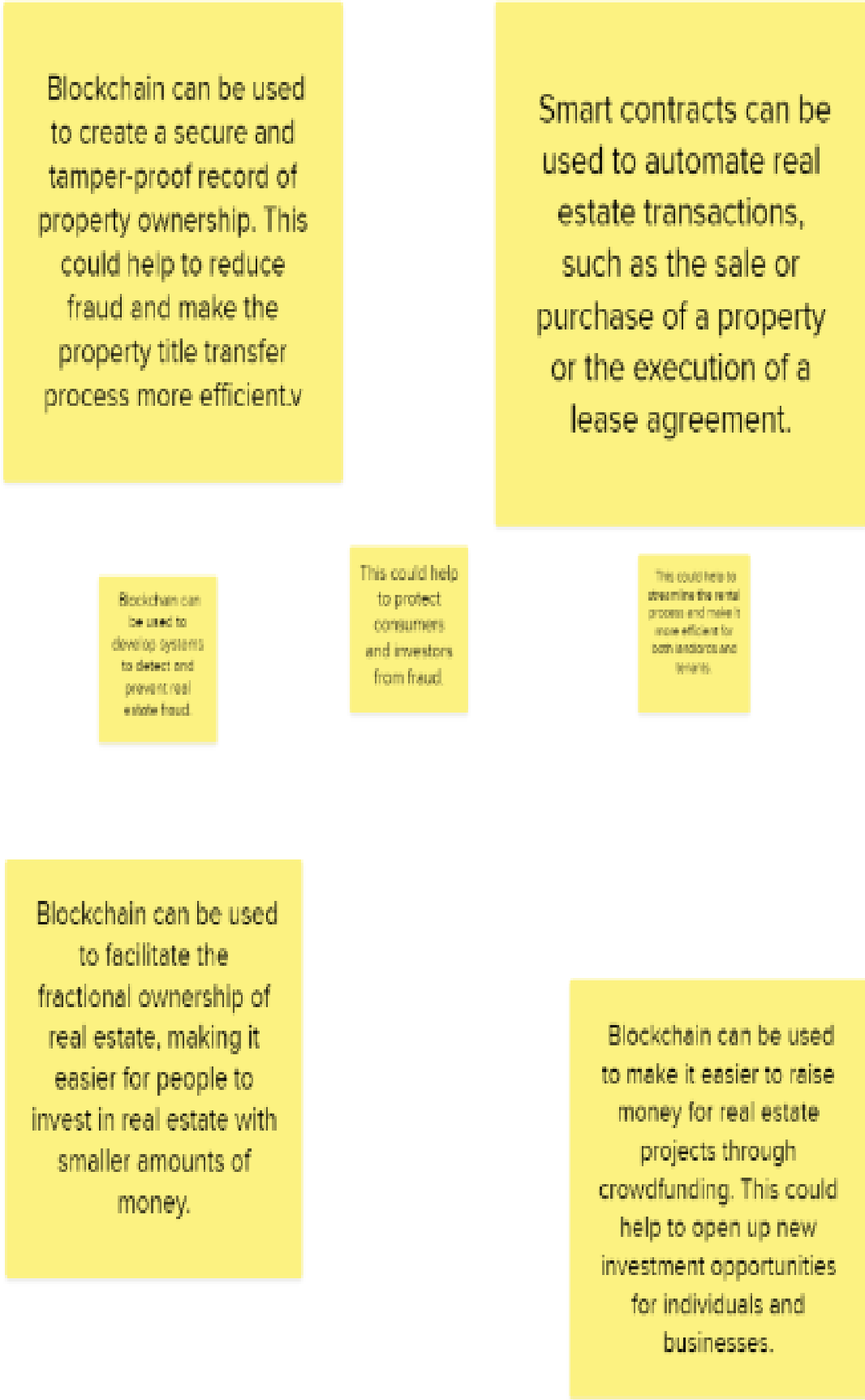**nithish**

karthikeyan

amuthan

muthumathin

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

Blockchain can be used to create a secure and tamper-proof record of property ownership. This could help to reduce fraud and make the property title transfer process more efficient.v

Smart contracts can be used to automate real estate transactions, such as the sale or purchase of a property or the execution of a lease agreement.

Blockchain can be used to develop systems to detect and prevent real estate fraud.

This could help to protect consumers and investors from fraud.

This could help to streamline the rental process and make it more efficient for both landlords and tenants.

Blockchain can be used to facilitate the fractional ownership of real estate, making it easier for people to invest in real estate with smaller amounts of money.

Blockchain can be used to make it easier to raise money for real estate projects through crowdfunding. This could help to open up new investment opportunities for individuals and businesses.
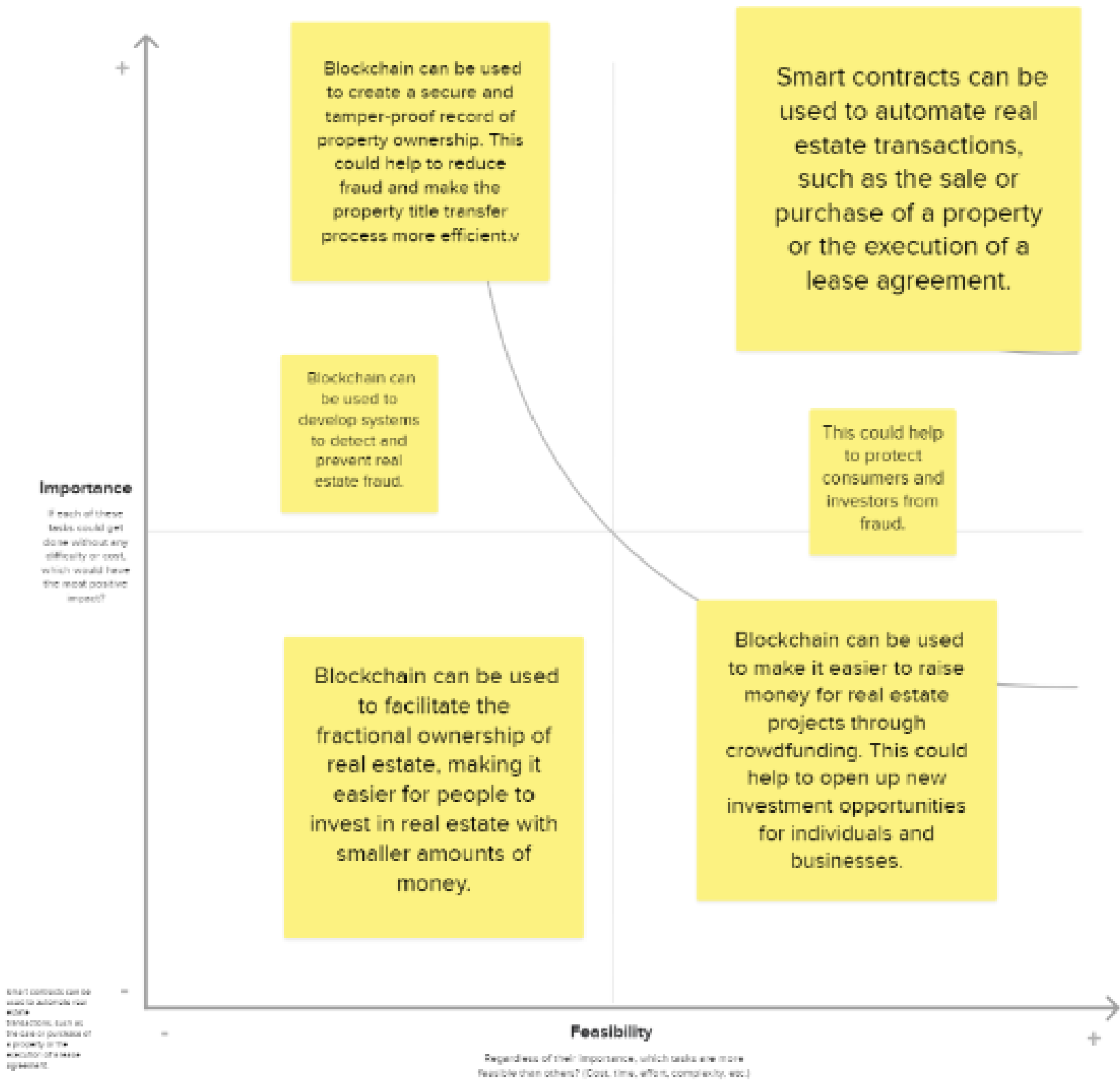
4

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?

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Feasibility

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

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 →

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