# Brainstorm & Idea Prioritization Template

Project Title: Enchanted Wings: Marvels of Butterfly Species

Team ID: LTVIP2025TMID42172

Date: 31 January 2025

Maximum Marks: 4 Marks

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

Team members convened to discuss issues related to biodiversity, conservation, and public awareness of butterfly species.  
Finalized problem statement:  
Lack of awareness and digital documentation of diverse butterfly species and their ecological roles.

## Step-2: Brainstorm, Idea Listing and Grouping

Raw Idea List:

* - Create an interactive digital butterfly encyclopedia
* - Develop a mobile app for butterfly identification using image recognition
* - Host school-level workshops to spread awareness
* - Design butterfly-attracting gardens in urban areas
* - Create animated storytelling videos featuring butterfly life cycles
* - Use QR codes in botanical gardens to show butterfly species info
* - Build a mini-documentary showcasing rare Indian butterfly species
* - Design educational games for kids to learn butterfly facts

Grouped Ideas:

1. Digital Tools & Apps:

* - Mobile ID app
* - Digital encyclopedia
* - QR code implementation

1. Education & Awareness:

* - Workshops
* - Animated videos
* - Educational games

1. Conservation & Habitat Building:

* - Urban gardens
* - Documentary on species

## Step-3: Idea Prioritization

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| --- | --- | --- | --- | --- |
| Idea Group | Feasibility (1–5) | Impact (1–5) | Total Score | Priority |
| Mobile ID App | 4 | 5 | 9 | High |
| Animated Videos | 5 | 4 | 9 | High |
| Educational Games | 3 | 5 | 8 | High |
| Urban Butterfly Gardens | 4 | 3 | 7 | Medium |
| Workshops | 3 | 4 | 7 | Medium |
| Digital Encyclopedia | 2 | 4 | 6 | Medium |
| QR Code Info Boards | 3 | 2 | 5 | Low |
| Mini-Documentary | 2 | 3 | 5 | Low |

Top Priority Ideas Selected for Execution:

* - Mobile App for Butterfly Identification
* - Animated Educational Videos
* - Interactive Butterfly Facts Game for Kids