

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 October 2023
Team ID	Team-591242
Project Name	India's Agriculture crop production Analysis
Maximum Marks	4 Marks


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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



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

"The project provides a detailed exploration of India's agriculture using visualizations like charts and graphs to illustrate crop production, seasonal variations, and regional distribution. These visuals enable intuitive analysis for stakeholders, aiding pattern recognition and informed decision-making. Powered by Tableau, the project offers an interactive experience, enhancing understanding and insights from the data."

PROBLEM

How might we efficiently analyze and visually present India's agricultural data, encompassing crop production, seasonal variations, and regional distribution, to empower stakeholders with clear, intuitive insights and facilitate informed, data-driven decisions

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

Step-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 sketch) icon to start drawing!

Person 1

Utilize historical crop production data to identify long-term trends and patterns.

Focus on the impact of climate change on crop yields and production over the years.

Analyze government policies and their effects on different crop productions.

Explore the changing preferences and demands in crop types over the years.

Person 2

Investigate the role of technology in modernizing agricultural practices and its effect on production.

Analyze the geographical distribution of major crops and its relationship with climate and soil types.

Study the socio-economic factors influencing crop choices and production in different regions.

Explore the correlation between crop production and export trends, considering global market demands.

Person 3

Investigate the effectiveness of agricultural education and extension services in improving crop production.

Explore the integration of organic farming and its impact on crop production and environmental sustainability.

Study the role of cooperatives and collective farming in improving crop production and farmers' livelihoods.

Analyze the use of fertilizers, pesticides, and modern agricultural techniques in enhancing yields.

Person 4

Analyze the financial aspects of crop production, including investment, returns, and market value.

Investigate the challenges faced by small-scale farmers and potential solutions to enhance their production.

Explore the impact of land consolidation and fragmentation on crop production efficiency.

Analyze the financial aspects of crop production, including investment, returns, and market value.

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

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

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Analyze the financial aspects of crop production, including investment, returns, and market value.

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Explore the integration of organic farming and its impact on crop production and environmental sustainability.

Analyze government policies and their effects on different crop productions.

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Study the socio-economic factors influencing crop choices and production in different regions.

Analyze the use of fertilizers, pesticides, and modern agricultural techniques in enhancing yields.

Step-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

Importance

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

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.

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

- 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

- C **Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- D **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- E **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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