

Ideation Phase

Brainstorm & Idea Prioritization

Date	22 September 2023
Team ID	NM2023TMID03981
Project Name	Farmer Insurance Chain
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

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

→ After you collaborate
A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

- Cluster related ideas**
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
- Vote on the most promising ideas**
Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes

Keep moving forward

- 2x2 Prioritization matrix**
Build shared understanding and make collective decisions for moving ideas forward.
[Open the template →](#)
- Storyboarding**
Show existing and/or future consumer experiences through the act of sketching.
[Open the template →](#)
- Pre-mortem**
Harness the collective experience and wisdom of the team, before the project even starts.
[Open the template →](#)

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→ 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](#)

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 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
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](#)

farmer insurance chain:

Farmers face significant challenges in accessing affordable, transparent, and efficient insurance coverage to safeguard their crops and livelihoods from the unpredictable impacts of climate change and natural disasters. Traditional insurance processes are often cumbersome, slow, and costly, leading to frustrations and financial burdens for farmers. There is a pressing need for a blockchain-based Farmer Insurance system that can revolutionize the insurance industry by providing a streamlined, transparent, and cost-effective solution that empowers farmers to protect their crops and financial stability effectively.

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!

SANTHEYA

Implement smart contracts on the blockchain to automate the claims process.

When weather data triggers predefined conditions for a payout, the smart contract automatically disburses funds to the farmer.

Utilize decentralized oracles to fetch real-time weather data.

This data can be used to trigger insurance payouts, ensuring transparency and trust.

SHAHIN

Represent insurance policies as blockchain tokens.

This allows for easy transferability, trading, and customization of insurance coverage.

Develop sophisticated risk assessment algorithms that consider various data sources, including weather data, soil quality, and historical crop performance.

Create a user-friendly mobile app for farmers to purchase, manage, and file claims on their insurance policies.

HARINI

Farmers in the same region can collectively insure their crops, reducing costs and enhancing community support.

Enable farmers to create or join peer-to-peer insurance groups.

Use blockchain to create an immutable ledger for all insurance transactions.

Farmers can transparently track their policy terms, payments, and claims history.

MONISHA

Offer low-cost policies that cover a portion of their crops to make insurance more accessible.

Issue compensation in the form of a stablecoin or token to simplify fund transfer and enable immediate recovery.

Provide educational resources and training for farmers to help them understand the benefits and usage of blockchain-based insurance.

Implement robust data privacy and security measures to protect farmers' sensitive information.

SATHYAPRIYA

Facilitate a platform for farmers to share insights and support each other.

Provide real-time weather updates and risk analysis.

Encourage the exchange of knowledge and best practices for risk management.

Develop microinsurance options tailored to the needs of small-scale farmers.

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.

IMPLEMENTATION:

Implement blockchain technology to create smart contracts that automate claims and payouts, reducing manual intervention and speeding up the process.

Enable farmers to form a peer-to-peer insurance group within their local communities. These groups collectively pool their crops, strengthen risk, and benefit from insurance costs.

Farmers can leverage their existing policies, adding blockchain-based tokens to the smart contract. This allows for a hybrid approach, combining traditional insurance with blockchain's transparency and security.

Utilize advanced risk assessment algorithms that consider various data sources, such as weather data, soil quality, and historical crop performance. This ensures fair and accurate risk-based pricing.

COLLABORATION:

Connect the platform with IoT devices like weather stations and crop sensors to gather real-time data for insurance pricing and risk assessment.

Develop a user-friendly mobile app that allows farmers to purchase, manage, and file claims on their insurance policies.

Create a community platform where farmers can share insights and support each other. This platform can also provide real-time weather updates and risk analysis.

Work with government agencies to establish a regulatory framework for blockchain-based insurance products. Ensure compliance with existing insurance laws.

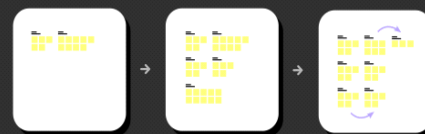
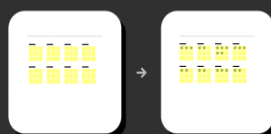
SECURITY:

Design the platform to be scalable and interoperable with other blockchain networks, facilitating its adoption and growth.

Collaborate with emergency response services to offer real-time assistance and support to farmers in case of natural disasters.

Implement robust data privacy and security measures to protect farmers' sensitive information.

Establish a feedback mechanism for farmers to provide input on the platform's performance, suggest improvements, and voice their concerns.



Step-3: Idea Prioritization

4

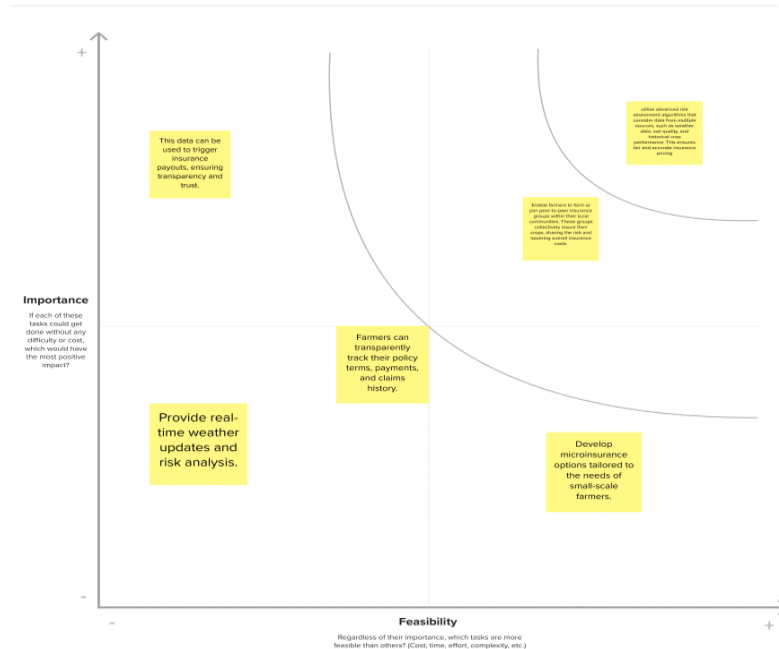
Prioritize

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

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.



5

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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