

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 October, 2023
Team ID	Team-592909
Project Name	Potato Disease Classification
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


Template



## 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

 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](#) 




### 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


How might we predict potato leaf disease at an early stage?





### Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 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

Brainstorm ideas for reducing pesticide use in organic farming.

Person 2

Brainstorm ideas for reducing pesticide use in organic farming.

Person 3

Brainstorm ideas for reducing pesticide use in organic farming.

Person 4

Brainstorm ideas for reducing pesticide use in organic farming.

Person 5

Brainstorm ideas for reducing pesticide use in organic farming.

Person 6

Brainstorm ideas for reducing pesticide use in organic farming.

Person 7

Brainstorm ideas for reducing pesticide use in organic farming.

Person 8

Brainstorm ideas for reducing pesticide use in organic farming.

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

Brainstorm ideas for reducing pesticide use in organic farming.

Brainstorm ideas for reducing pesticide use in organic farming.

Brainstorm ideas for reducing pesticide use in organic farming.

Brainstorm ideas for reducing pesticide use in organic farming.

Brainstorm ideas for reducing pesticide use in organic farming.

Brainstorm ideas for reducing pesticide use in organic farming.

## 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 a 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.

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

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

Link to our mural:

<https://app.mural.co/t/pittamharika6490/m/pittamharika6490/1697607507345/2414acaf5c311e04c1423e45a81a62e196f6a92f?sender=u6bdd94ea6559418c45e38151>