

Ideation Phase

Brainstorm & Idea Prioritization

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| Date | 2nd November 2023 |
| Team ID | Team - 591979 |
| Project Name | ASL - Alphabet Image Recognition |
| Maximum Marks | 4 Marks |
| Team members | Pujyam Sathvika, Rishika Krishna Ch |

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 number of creative solutions.

Our problem statement was “How might we help deaf individuals communicate with the world in a better way?”

The users of our project would be deaf individuals who use ASL(American Sign Language) to communicate with others. We tried to put ourselves into various situations the deaf might experience and tried to come up with various solutions for their problems, grouped the solutions and prioritised them to give us a better understanding of our users.

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



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.

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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

How might we help deaf individuals communicate with the world in a better way?



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.

Step-2: Brainstorm, Idea Listing and Grouping

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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

- Smart device using microprocessor enabling them to communicate with others
- Hearing aids to help them hear if possible
- Learning lip reading to understand what the other person is saying
- A mobile application which can help them to convert text to sign language and vice versa

Person 2

- Creating an online platform with ASL courses to make learning more accessible
- Access to quality healthcare may be limited to deaf people
- some virtual ASL communities to facilitate and support for deaf individuals
- Launching some awareness campaigns/ events to educate people about deaf culture
- ASL users/deaf people may experience employment related challenges(limited job opportunities)
- Launching some e-books for better knowledge on ASL
- To collaborate with some educational institutions to improve accessibility/ services

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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.

VIRTUAL SERVICES

- Smart device using microprocessor enabling them to communicate with others
- A mobile application which can help them to convert text to sign language and vice versa
- some virtual ASL communities to facilitate and support for deaf individuals
- Creating an online platform with ASL courses to make learning more accessible

IMPROVEMENTS

- Learning lip reading to understand what the other person is saying
- Hearing aids to help them hear if possible

AWARENESS/EDUCATION

- Launching some e-books for better knowledge on ASL
- Launching some awareness campaigns/ events to educate people about deaf culture
- To collaborate with some educational institutions to improve accessibility/ services

CHALLENGES

- Access to quality healthcare may be limited to deaf people
- ASL users/deaf people may experience employment related challenges(limited job opportunities)

Step-3: Idea Prioritization

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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.

