

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID591920
Project Name	Image Caption Generation
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

1 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3 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

PROBLEM

How might we generate accurate and meaningful captions for images?

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.



Need some inspiration?

See a finished version of this template to inspire your work.

Open example ➡

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Person 1

Person 2

Person 3

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

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

Label Image Recognition with dynamic object weighting and user guidance for better contextual understanding

Cluster 1: Image Recognition Enhancement

1. Object Relationship Mapping
2. Dynamic Object Weighting
3. User-Guided Recognition

Label Image Recognition with dynamic object weighting and user guidance for better contextual understanding

Cluster 2: Image Recognition Enhancement

1. Object Relationship Mapping
2. Dynamic Object Weighting
3. User-Guided Recognition

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Cluster 3: Continuous Improvement and Adaptability

1. Incremental Learning
2. Adaptive Scene Analysis
3. Active User Training
4. Interactive Caption Refinement

Label Image Recognition with dynamic object weighting and user guidance for better contextual understanding

Cluster 4: Optimization and Ethical Considerations

1. Privacy Metrics
2. Real-time Feedback Loop
3. Bias Detection and Mitigation
4. User Generated Content Integration
5. Dynamic Caption Length Adjustment

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 scores to group and filter ideas that should go on the grid. The facilitator can also use the grid to help the team decide which ideas to pursue.

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** You can export the mural as an image or pdf to share with members of your company who might find it helpful.
- Export the mural** Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or share on your drive.

Keep moving forward

- Strategy Blueprint** Define the components of a new idea or strategy.
- Customer experience journey map** Understand customer needs, motivations, and objectives for an experience.
- Strengths, weaknesses, opportunities & threats** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.