

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	13 October 2023
Team ID	Team - 610222
Project Name	Dog Breed Identification Using Transfer Learning
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.

### 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

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**

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 Statement**


How might we develop a robust and user-friendly dog breed identification system using transfer learning with the VGG19 architecture to empower dog owners and professionals with accurate and accessible information about their dogs' breeds?


**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

**2**

**Brainstorm**

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

10 minutes

**Person 1**

AI-Powered Mobile App

Veterinary Integration

Data Privacy Assurance

**Person 2**

Community-Building Platform

Language and Localization

Breed Health Insights

**Person 3**

Multi-Species Expansion

Data Augmentation

Educational Outreach

**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

**Cluster 1: User-Facing Applications**

AI-Powered Mobile App

Community-Building Platform

Educational Outreach

**Cluster 2: Integration with Professionals**

Veterinary Integration

**Cluster 3: Breed Information Enhancement**

Breed Health Insights

Multi-Species Expansion

**Cluster 4: Technical Improvements**

Data Augmentation

Language and Localization

**Cluster 5: Data Privacy and Security**

Data Privacy Assurance

**Cluster 1a: User-Facing Applications**

AI-Powered Mobile App

**Cluster 1b: User-Facing Applications**

Community-Building Platform

Educational Outreach

## Step-3: Idea Prioritization

