



### 2 Brainstorm

How might we use AI to predict poultry disease early and accurately?

10 minutes

**Tip**  
You can stick a sticky note and let the group discuss to start to start designing!

**Person 1**

Use pre-trained models like VGG16 or ResNet50 to classify poultry diseases from images

**Person 2**

Collect and train data from local poultry farms for better accuracy

**Person 3**

Use data augmentation to improve model learning on fewer samples

**Person 4**

Build a simple mobile app for farmers to take pictures and get disease predictions

### 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 a sticky note to group notes to make it easier to find, discuss, organize, and categorize important ideas as they are written down.

#### Grouped Idea Categories

**Model Accuracy** – Use transfer learning models like VGG16 or ResNet50 – Apply data augmentation and fine-tuning to improve accuracy

**Dataset Quality** – Collect real poultry images from farms – Ensure proper labeling and balanced distribution across diseases

**User-Friendly Features** – Include voice support and local language options – Provide simple image upload and clear prediction output

**Deployment & Access** – Develop a web app using Flask – Ensure it's mobile-friendly and supports offline access (optional)

**Smart Monitoring** – Use live camera input for real-time detection – Send alerts when unusual symptoms are identified

**Awareness & Impact** – Display health tips and prevention advice – Allow farmers to view history and track predictions

## 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.

30 minutes

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

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

### 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.

lets move forward :)

**Keep moving forward**

- Strategy blueprint**  
the blue print helps to backup
- Customer experience journey map**  
understanding customer for better result
- Strengths, weaknesses, opportunities & threats**  
identifying strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan