# FitFlex: Your Personal Fitness Companion Ideation Phase Brainstorm & Idea Prioritization

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Project Name	FitFlex: Your Personal Fitness Companion
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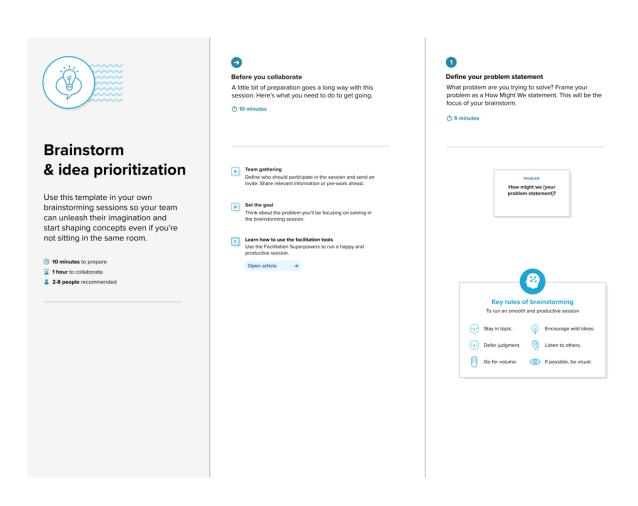
## **Brainstorm & Idea Prioritization Template:**

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/brainstorm-and-idea-prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Step-2: Brainstorm, Idea Listing and Grouping



#### **Brainstorm**

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

10 minutes

routines.

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

workouts.

Person 1 Person 2 Person 3 Person 4 Fetch real-time Users can Allow users Users can log data from thirdshare to set fitness their workouts, party fitness achievements goals and steps, calories, APIs like Fitbit and challenge and exercise monitor their or Apple Health. friends to

progress.



## **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 and break it up into smaller sub-groups.

1 20 minutes

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

Activity & Goal Tracking Integration & Data Syncing

Community & Motivation

**Step-3: Idea Prioritization** 



#### 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.

① 20 minutes

Participants can use their cursors to point at where sticky notes should go on the grid. The fecticator can continu the sport by using the loser pointer holding the H key on the keyboard.

