


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	5 October 2022
Team ID	PNT2022TMID31264
Project Name	AI Powered Nutrition Analyst for Fitness Enthusiasts.
Maximum Marks	4 Marks

#### 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
- 2-6 people recommended

Show live state feedback

➔

### 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 a task, define a problem, the solution and even an initial idea relevant information or previous work.

B

#### Set the goal

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

C

#### Learn how to use the facilitator's tools

Use the facilitator's perspective to get a deeper understanding of the problem.

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

PERSONA

How might we (persona) problem statement?

Key rules of brainstorming

Focus on the needs and problems solver

1

Stay on topic

2

Encourage all ideas

3

Defer judgement

4

Build on others

5

Go for volume

6

If you like, be loud

1

Problem Statement

High Calorie food intake can be harmful and result in obesity, which is a preventable medical condition that causes abnormal accumulation of fat in the body. It can result in numerous diseases such as obesity, diabetes, cholesterol, heart attacks, blood pressure, and other diet-related ailments. In order to deal with such problems, people are inclined towards making a difference in their diet plans by paying more attention to what type of food they are consuming. Diet management is a key concern among individuals belonging to different age groups. However, one major challenge in diet management is maintaining a balance between what one eats and how one monitors his/her food consumption. The immense increase in ailments such as high cholesterol, blood pressure, strokes, etc. demands nutritional and diet management for which people resort to expensive nutrition therapies.

2

Brainstorm

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

10 minutes

KANMANI

Calorie Tracking

Nutrition

Track nutrition goals

Protein

Suggestions

Diet plan

Weight goals

Macro nutrients

Calorie surplus & deficit

NATHIYA

Food Identification

Food recipes

Exercise

Hydration

MEENATCHI SARANYA

Daily protein intake

Anti-oxidants

Diet reminders

Vitamins

3

Group Ideas

Take turns sharing your ideas while everyone writes or related notes on them. Once everyone's notes have been shared, the team creates a combined list. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

30 minutes

Nutrition Intake

Daily calorie & intake

Information to be tracked

Sleep Cycle

Time interval between every

Step-2: Brainstorm, Idea Listing and Grouping

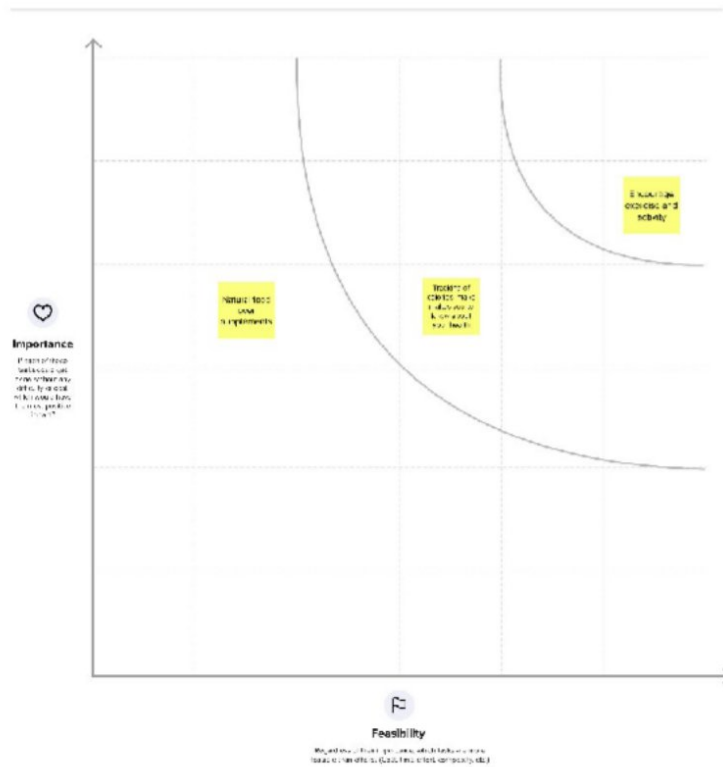
## Step-3: Idea Prioritization

4

### Prioritize

You have 5 minutes to discuss the ideas on the same page and identify the most important and feasible ideas. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 5 minutes



5

### After you collaborate

You can export the results of your collaboration to share with members of your company who might be interested.

#### Quick add-ons

- Share the results**  
Share a copy of the results of your collaboration to team members who might be interested.
- Export the results**  
Export a copy of the results of your collaboration as a PDF or PPT file.

#### Keep moving forward

- Strategy Execution**  
Define the components of a new idea or strategy.
- Customer experience journey map**  
Identify the customer journey and the touchpoints that influence the experience.
- Strategic, tactical, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) for your business.

#### 5 more sample feedback