Ideation Phase Brainstorm & Idea Prioritization Template

Team ID	NM2023TMID05931
Project Name	Food Tracking System

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.

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

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 →

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[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

This transparency ensures that consumers can trace the origin of the food they consume, verify its authenticity, and be confident about its safety, while businesses can respond swiftly to issues, reduce waste, and build trust with their customers

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

Data Insights Analyzing consumer data can help businesses make informed decisions and tailor products to market demands

Push notification help to convey all kinds of information, such as discounts, offers, location-based order dropped messages, etc

Adding a feedback portal would help your business get instant and quick bites of knowledge to get insights into what amendments to be made in your app in the future for a better customer experience.

Person 2

Marketing Opportunities in Businesses can use data collected to personalize offers and promotions.

include Discount/ Rewards, Cashback, and Loyalty Programs

with user interface the order placement process is quick and straightforward.

Person 3

Improved Inventory Management helps businesses keep track of food inventory levels, reducing waste and ensuring freshness.

GPS tracking helps to recognize the user's location to deliver the food. And once the area is confirmed, users can easily track the progress and movement of the delivery personnel.

The geofencing feature solves this problem by predicting the estimated delivery time and ensuring a fresh meal reaches customers' doorstep

Person 4

Food tracking informs you of your food's nutrient value

can include Many online food order apps use voice integration

All the payment gateways or mobile wallet app services available in the market, such as Google Pay, PayPal, Amazon Pay, iOS Wallet, Stripe, Credit/Debit Card, Online Banking, and Cash On Delivery (COD)
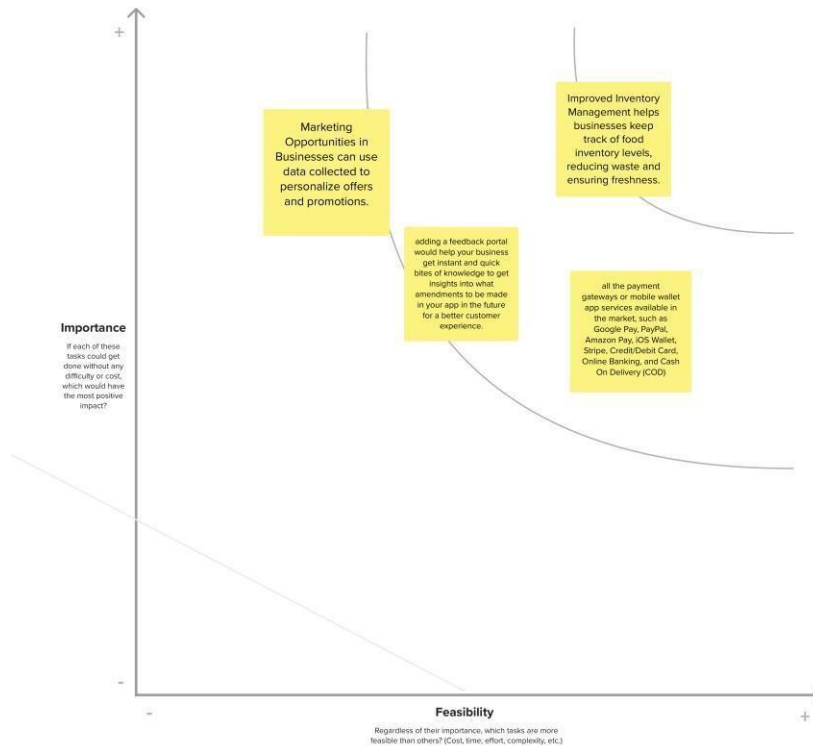
Step-3: Idea Prioritization

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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**

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all the payment gateways or mobile wallet app services available in the market, such as Google Pay, PayPal, Amazon Pay, iOS Wallet, Stripe, Credit/Debit Card, Online Banking, and Cash On Delivery (COD)

Importance

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

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-   **+**

Feasibility

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

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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

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

💬 Share template feedback