


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	16 Nov 2022
Team ID	PNT2022TMID48802
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	4 Marks



### 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
- 20 minutes to collaborate
- 20 minutes to present

20 minutes 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.

1. **Team gathering**  
Invite all who should participate in the session and send an invite. Share relevant information on your invite sheet.

2. **Brain the goal**  
Have a clear idea of the problem you're focusing on solving in the session.

3. **Learn how to use the facilitation tools**  
Use the Facilitation Framework to learn how to facilitate and prioritize ideas.

Open activity

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a clear, tight, 1-sentence. This will be the focus of your brainstorm.

10 minutes

Problem

What might we learn about this problem?

Key rules of brainstorming

To use an online and collaborative session

- 1. No limits
- 2. Encourage wild ideas
- 3. No judgement
- 4. Listen to others
- 5. No too volume
- 6. It's possible, be critical

**Brainstorm**

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

10 minutes

4. Knowledge/Learning

1. What is the problem?	2. What is the goal?	3. What are the constraints?	4. What are the resources?
5. What are the stakeholders?	6. What are the risks?	7. What are the opportunities?	8. What are the challenges?
9. What are the solutions?	10. What are the next steps?	11. What are the metrics?	12. What are the outcomes?

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**Group ideas**

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all ideas have been grouped, give each cluster a sentence that says it's bigger, bigger than its ability. Try and see if you can break it up into smaller sub-groups.

10 minutes

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Shared calendar


Calendar icon




Calendar icon



Calendar icon



Calendar icon



Calendar icon

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.

20 minutes



5

### 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

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)

