

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	30-10-2023
Team ID	NM2023TMID04554
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.



## 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
- 👥 2-8 people 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.

⌚ 10 minutes

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- 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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### 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**

"The existing food supply chain faces significant challenges related to food safety, traceability, and transparency."



### Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

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## Brainstorm

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

🕒 10 minutes

### TIP

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

### Anisha

QR Code-  
Based  
Traceability

SMS or  
Text  
Message  
Alerts

Tamper-  
Evident  
Packaging

Color-  
Coded  
Labels

Temperature-  
Indicating  
Labels

Stakeholder  
Self-  
Reporting

Email  
Alerts for  
Recalls

Blockchain-  
Based  
Product  
History

Smartphone  
Image  
Recognition

### Sabitha

### Jenika

### Dhanusha

Geotagged  
Information

Food  
Tracking  
Stamps

Publicly  
Accessible  
Databases

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## 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 cluster label tags to sticky notes to make it easier to find, browse, organize, and categorize or present ideas as stories, motion, your or just!

Implement a system where each food product has a QR code that consumers can scan with their smartphones.

Implement a system where consumers can sign up to receive email alerts in case of product recalls

Develop labels that change color when a product has been exposed to temperatures outside of the safe range. This can help consumers identify potential food safety issues.

Attach geotags to food products, enabling consumers to track the geographical journey of their food

Develop regional maps that show consumers where local food products are available. These maps can be available on websites or in mobile apps to encourage the purchase of locally sourced items.

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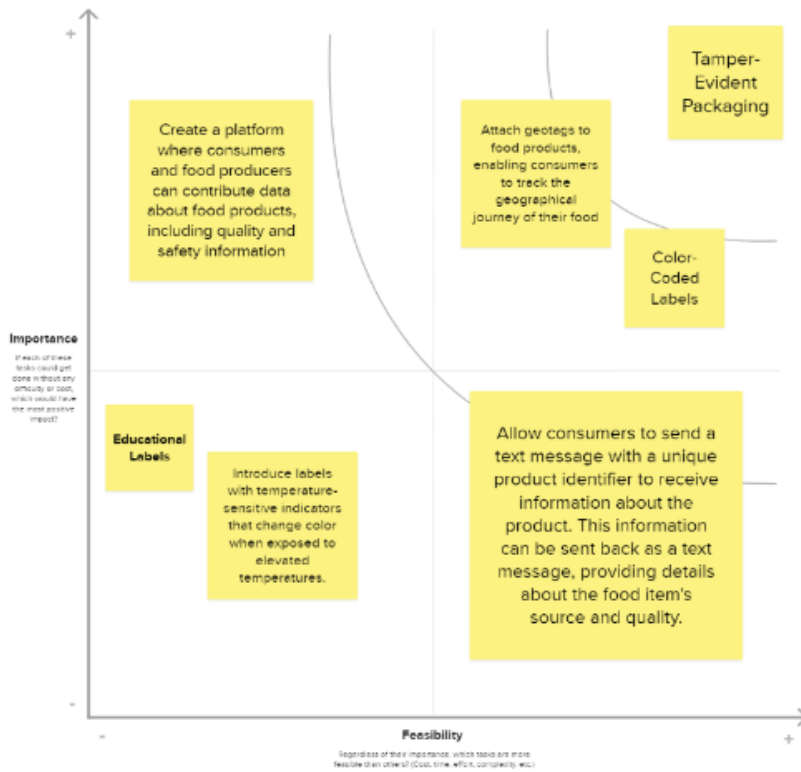
## Prioritize

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

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



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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

- Show 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 →](#)

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