

## Ideation Phase

### Brainstorm & Idea Prioritization

#### Template

Date	2 NOVEMBER 2025
Team ID	NM2025TMID01349
Project Name	To supply leftover food to poor
Maximum Marks	4 Marks

#### Brainstorming in the Food Industry:

The future of food innovation lies in merging supreme convenience with immersive experience. Brainstorming sessions explore how to leverage augmented reality (AR) to enhance dining, allowing consumers to visualize the story of their meal's origin or interact with digital content through their packaging. Simultaneously, the industry is reimagining convenience with tech-driven solutions like smart kitchens where appliances communicate to prepare perfectly cooked meals from fresh, pre-portioned ingredient pods, minimizing effort while maximizing flavor and freshness. This dual approach caters to the modern consumer's desire for both effortless efficiency and memorable engagement with their food.

#### Brainstorming Approaches for Product Innovation

- **Market & Trend Exploration:** Keep a pulse on emerging food trends—like plant-based options, sustainable ingredients, global flavors, or functional foods—to spot opportunities for unique product ideas, new flavor combinations, or innovative formats.
- **Understanding Customer Challenges:** Engage in open conversations or interviews to uncover frustrations, unmet needs, or gaps in existing products. These insights can guide the creation of solutions that truly resonate with consumers.
- **Thematic Idea Mapping:** Capture individual ideas on sticky notes and then group them into logical themes. This visual organization helps the team see connections, patterns, and potential directions more clearly.
- **Ingredient-Driven Creativity:** Provide a selection of core ingredients and encourage teams to craft new product concepts around them. This hands-on method sparks practical innovation while keeping ideas grounded in what's achievable.
- **Collaborative, Cross-Functional Input:** Bring together team members from R&D, culinary, marketing, sales, and finance. This ensures that ideas are not only imaginative but also realistic in terms of production, cost, and market appeal.

## Why This Idea?

- Reduces **food waste** by collecting surplus from restaurants, events, and households.
- Helps **feed vulnerable communities** facing hunger and food insecurity.
- Encourages **social responsibility** for businesses and individuals.
- Provides a **sustainable solution** using technology for collection and distribution.
- Enables **data-driven efficiency** with tracking, optimized routes, and impact monitoring.



## Idea Prioritization :

Criteria	Weight	Explanation	Score (1–5)
Feasibility	High	Integrates with local restaurants and events	5
Social Impact	Very High	Directly addresses hunger and food wastage	5
Innovation	Medium	Uses gamification for donor engagement	4
Scalability	High	Can cover cities, states, or nationwide	5
Learning Outcome	High	Covers mobile app development and community engagement	5

Final score : 24 / 25 → Selected Idea