

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 june 2025
Team ID	Team ID: LTVIP2025TMID29043
Project Name	Cafeteria menu display
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Here's a summary-type list of important words for the Brainstorm & Idea Prioritization process from a Cafeteria Menu Display project:

Brainstorming Ideas (Creative Phase)

Focus on generating diverse ideas related to:

Display Types: Digital screen, static board, touchscreen

Menu Content: Daily specials, images, nutrition, allergens

Design Features: Color coding, font size, layout, language

User Interaction: Scrollable menu, interactive elements

Customization: Preferences, feedback, localization

Idea Prioritization Criteria (Evaluation Phase)

Evaluate and sort ideas using:

Importance: High impact, user-centered, boosts engagement

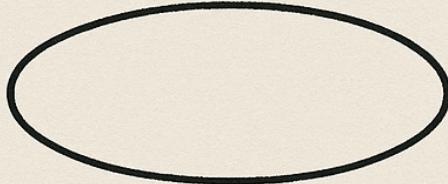
Feasibility: Easy/hard to implement, time required

Value Terms: Quick win, scalable, cost-effective, long-term

Filters: Technically feasible, visually appealing, low maintenance.

Step1 : Team Gathering ,Collaboration and Select the problem statement

1. Assemble a cross-functional team
Assign roles: Facilitator, Note-taker, Timekeeper
2. Set clear objectives (e.g. improve user engagement with the menu display)



2. COLLABORATION

Use templates like Brainstorming ovals or sticky notes

Encourage open sharing (no judgment or filtering at this stage)

Vote or prioritize using criteria: Impact, Urgency, Alignment with user needs

3. SELECT THE PROBLEM STATEMENT

1. Team Gathering

Assemble a cross-functional team

(e.g. design, operations, tech, users/customers)

Assign roles:

Facilitator

Note-taker

Timekeeper

Stakeholder rep

Set clear objectives

(e.g. improve user engagement with the menu display)

2. Collaboration & Brainstorming

Use templates like:

Brainstorming ovals or sticky notes

Idea clusters by theme (e.g. usability, design, tech)

Encourage open sharing

(no judgment or filtering at this stage)

Group similar ideas using categories or affinity mapping

Tools: Whiteboard, Jamboard, Miro, paper templates

3. Select the Problem Statement

Review brainstormed ideas and identify pain points

Discuss constraints (budget, time, resources)

Vote or prioritize using criteria:

Impact

Urgency

IDEA PRIORITIZATION

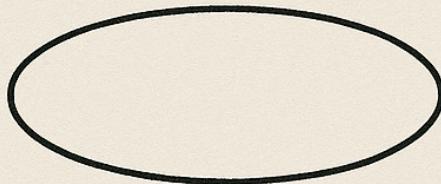
1. BRAINSTORMING

Generate as many ideas as possible

Environment: Open, non-judgmental, fast-paced

Methods: Sticky notes or digital boards

Templates (brainstorming ovals, clusters)



2. IDEA LISTING

List every idea clearly

Include wild, obvious, and practical ideas

Example as a Cafeteria menu Display:

- Add allergy icons
- Use rotating digital screens
- Show calorie counts
- Enable voice-read menus

3. GROUP THE IDEAS

Group related ideas



TECHNOLOGY/
DISPLAY FEATURES



DESIGN &
AESTHETICS



MENU CONTENT
& INFO



USER NEEDS
& ACCESSIBILITY

IDEA PRIORITIZATION

