Ideation Phase
Brainstorm & Idea Prioritization

Date	21 October 2022
Team Id	PNT2022TMID51536
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
- **1 hour** to collaborate
- **2-8 people** recommended

Share template feedback

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

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

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

Nutritional analysis is the process of determining the nutritional content of food. It is a vital part of analytical chemistry that provides information about the chemical composition, processing, quality control and contamination of food. The main aim of the project is to building a model which is used for classifying the fruit depends on the different characteristics like colour, shape, texture etc. Here the user can capture the images of different fruits and then the image will be sent the trained model. The model analyses the image and detect the nutrition based on the fruits like (Sugar, Fibre, Protein, Calories, etc.).

Key rules of brainstorming

To run an smooth and productive session

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

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2 Brainstorm

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

10 minutes

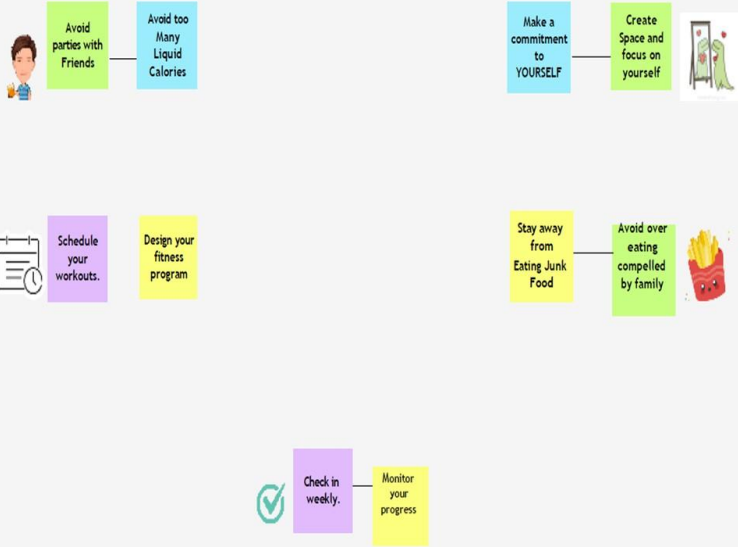**Priyadharshini R**   **Thiina V.A**   **Bharathy G**   **Ramya T**

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3 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 and break it up into smaller sub-groups.
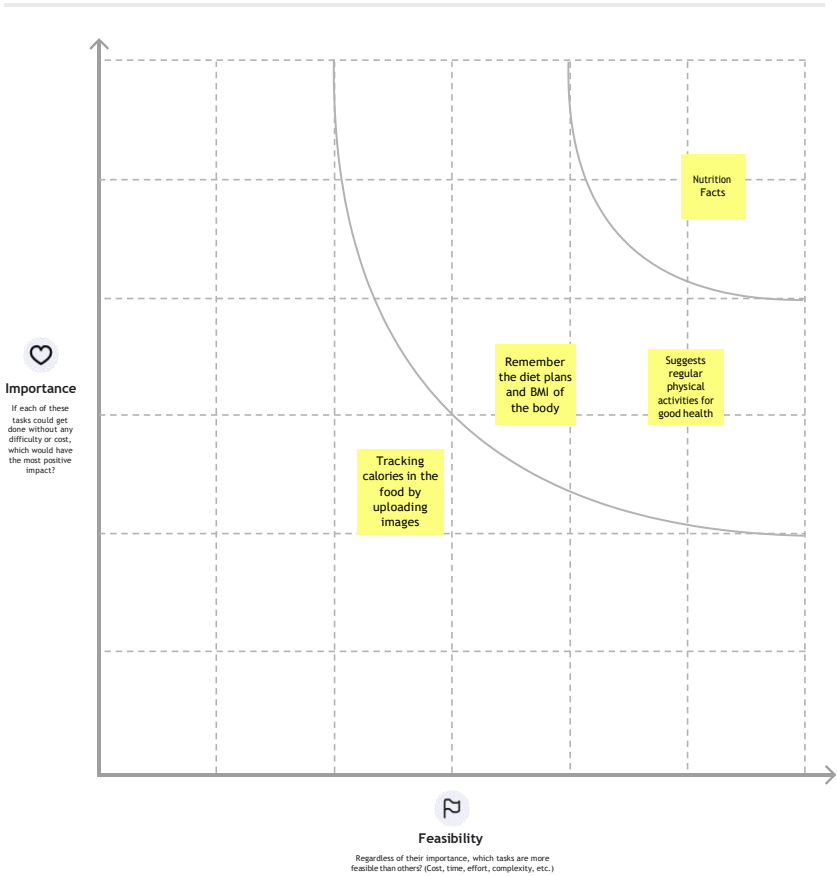
20 minutes

- Avoid parties with Friends
- Avoid too Many Liquid Calories
- Make a commitment to YOURSELF
- Create Space and focus on yourself
- Schedule your workouts.
- Design your fitness program
- Stay away from Eating Junk Food
- Avoid over eating compelled by family
- Check in weekly.
- Monitor your progress

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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

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

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

- Nutrition Facts
- Remember the diet plans and BMI of the body
- Suggests regular physical activities for good health
- Tracking calories in the food by uploading images

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 to 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