

Ideation Phase - Brainstorm & Idea Prioritization Template

Date: 27 June 2025

Team ID:

LTVIP2025TMID55874

Project Name: Food Delivery Application

Maximum Marks: 4 Marks

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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step 1: Team Gathering, Collaboration and Select the Problem Statement

Team Members: Hema Sri,Durga Bhavani,Durga Prasad,Bala Rajeswari

Problem Statement: How might we provide a quick, reliable and user-friendly food delivery experience during peak hours and late-night?

Step 2: Brainstorm, Idea Listing and Grouping

ID	Idea Description	Category/Theme
1	Add late-night food filter in search	Feature
2	Live delivery tracking	Technology
3	Smart cart suggestions based on history	UX
4	24/7 customer support chatbot	Support
5	Reward points for frequent users	Marketing
6	Multiple payment gateway support	Finance
7	Bulk order pre-booking	Feature
8	Instant re-order button for past meals	UX

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Step 3: Idea Prioritization

Top 3 Ideas Based on:

- Feasibility
- Impact
- Innovation

Top Ideas:

1. Live delivery tracking
2. Smart cart suggestions based on history
3. Add late-night food filter in search