


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	10 October 2022
Team ID	PNT2022TMID06522
Project Name	AI Powered Nutrition Analyst for Fitness Enthusiasts.
Maximum Marks	4 Marks

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

Template



## 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

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

How might we [your problem statement]?



### Key rules of brainstorming

To run an smooth and productive session

➡️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

10 minutes

**Tip**  
You can start a sticky note at 18, 16, 14, 12, 10, 8, 6, 4, 2, 0. Set it to stop drawing!

HARITHAN S

Nutrition may also support muscle recovery for reducing inflammation.

Exercising too much can lead to muscle soreness and inflammation. It's important to give your muscles time to rest and recover.

drinking plenty of water and staying hydrated is crucial for muscle recovery.

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SURVIA PRAKASH N P

Tracking of calorie intake helps you to know about your health.

Health and fitness tips are given.

It is also perfect for a vegan.

Helps to stop using multiple recipes.

Not a diet plan. It's a lifestyle change that can be adopted.

Acts as your personal assistant.

VINOTH J

Does not require a lot of effort to achieve calories intake.

Keeps a food diary and get the nutritional information of your food.

Provides healthier alternatives to some food choices.

Makes us aware of what we are eating.

encourages healthy lifestyle.

Can be used as a reminder to eat healthy.

Can provide personalized diet charts for all individuals.

JAYEED AHMED RESHI

It provides nutrition information and helps to track a healthy diet.

It helps to track calorie intake and helps to track a healthy diet.

It helps to track calorie intake and helps to track a healthy diet.

It helps to track calorie intake and helps to track a healthy diet.

It helps to track calorie intake and helps to track a healthy diet.

It helps to track calorie intake and helps to track a healthy diet.

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 can break it up into smaller sub-groups.

20 minutes

based on nutrition

based on supplements

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

based on breakfast

based on food

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

Helps to track calorie intake.

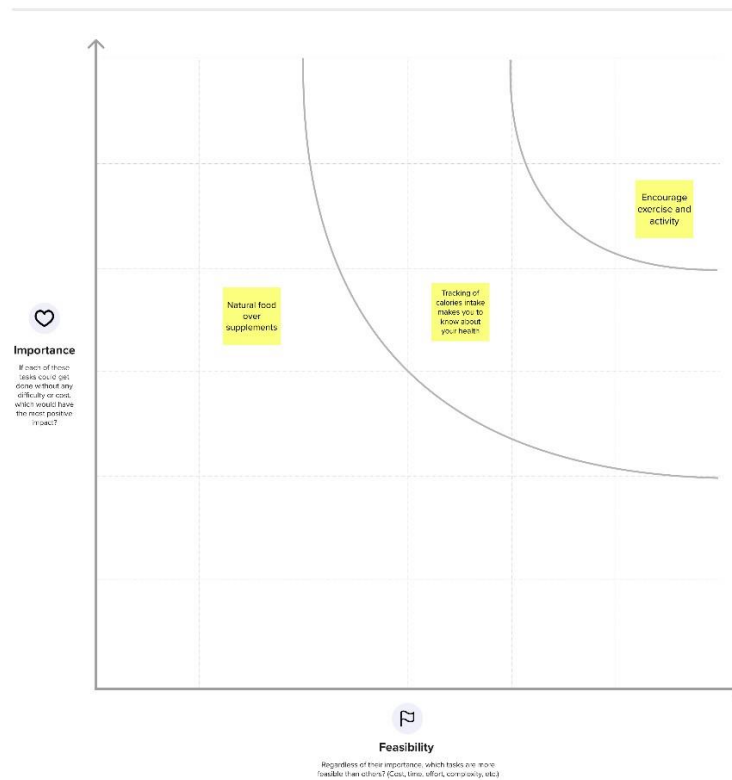
## Step-3: Idea Prioritization

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



5

### 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 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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