

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS60592
Project Name	Flavour Fusion: Ai-Driven Recipe Blogging
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization:

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.

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

The screenshot shows two main sections of the template:

- Before Team Discussion:** This section includes a timer (20 minutes), a note about preparation, and a list of tasks:
  - 1. Brainstorm: Open discussions, discuss current issues in recipe blogging and context creation.
  - 2. Set the goal: Identify recipe blog writing is time-consuming and repetitive.
  - 3. Use Selection: Identify the AI tool: "Grokkit Flash User-friendly AI".
- Define your problem statement:** This section includes a timer (5 minutes) and a note about the problem:
 

What problem are we solving?  
"How can we use Generative AI to automatically generate structured and customizable recipe blogs for users?"

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

This section displays a grid of ideas categorized into four main groups:

- Person:**
  - Person 1: Generate recipes from topics, Structure prompts, Repetitive steps simplified.
  - Person 2: User doesn't need to type, Automate ingredient measurement.
  - Person 3: Reduce cooking time, Add user input fields.
  - Person 4: Simplify ingredient selection, Create for different audiences.
  - Person 5: Reduce food waste, Save recipe options (cached).
  - Person 6: Shorten prep time, Multi-language support (global).
- Core Application:**
  - Recipe topic input, Word count selection, Structured recipe output.
- AI Integration:**
  - Grokkit Flash Lite API, Prompt design, Parameter tuning.
- User Experience:**
  - Clean UI, Fast response time, Easy readability.
- Future Improvements:**
  - Multi-language support, Image generation, User accounts.

## Step-3: Idea Prioritization

**4 Feature Prioritization (Importance vs Feasibility)**

30 minutes

Importance  
How important is this feature for your users?

Feasibility  
How much time and effort will it take to build?

**After you collaborate**

You can export this matrix as an image or PDF to share with members of your company who might find it useful.

**Quick add-ons**

**Show the template**  
Download this template to use with individual users, or for your team to document the needs of this project.

**Export the results**  
Share the results of this template as a PDF or CSV file with the people involved.

**Keep moving forward**

**Feature Library**  
Get the team on the same page by keeping everyone in the loop.  
[Open the template](#)

**Customer experience journey map**  
Understand how users interact with your product to make sure each touchpoint is aligned with your goals.  
[Open the template](#)

**Strategic roadmap**  
Map out which features should be built first and how they'll be developed.  
[Open the template](#)