# Ideation Phase
# Brainstorm & Idea Prioritization Template

| Date | 19 September 2022 |
|---|---|
| Team ID | PNT2022TMID32449 |
| Project Name | Project –AI powered Nutrition Analyzer for fitness Enthusiasts |
| 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/empathy-map-canvas

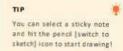**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

**(2)**

## Brainstorm

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

⏱ 10 minutes

### Sneha

| | | |
|---|---|---|
| DIET | NUTRITIONAL IMBALANCE | BODY WEIGHT |
| EXERCISE | FATS | ENERGY |
| FRUITS | VEGETABLES | FIBRE |
| CORRECT NUTRITION | OVERWEIGHT | UNDER WEIGHT |

### Sowmiya

| | | |
|---|---|---|
| | | CALORIES |
| | | |
| | | |
| | | |

### Umavathi

| | | |
|---|---|---|
| WEIGHT MANAGEMENT | METABOLIC RATE | EXERCISE |
| SPORTS | AGE | HEIGHT |
| ACTIVITY | DEFICIENCY | REGULAR SLEEPING |
| GENDER | AVOID JUNK FOODS | SWIMMING |

### Vinisheka

| | | |
|---|---|---|
| NOTIFY FOODS | DIET MAINTENANCE | HEALTHY FOODS |
| WATER CONSUMPTION | FITNESS | FOOD TIMER |
| DEFICIENCY REMINDER | REGULAR FOODCYCLE | EXERCISE |
| FOODS & VEGETABLES | CALORIES COUNTER | SCHEDULED FOODS |

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go.
In the last 10 minutes, 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

### FITNESS

| | | |
|---|---|---|
| OVERWEIGHT OBESITY | NUTRITIONAL IMBALANCE | ENERGY |
| EXERCISE | VEGETABLES | FRUITS |
| FIBRE | | NUTRITION DIET |

### FOOD KNOWLEDGE

| | | |
|---|---|---|
| | IMMUNITY | |
| | CALORIES | |
| VITAMINS NEEDS | ENERGY PROTEIN | SPECIAL CASE |

### CALORIES COUNTER

| | | |
|---|---|---|
| WEIGHT MANAGEMENT | METABOLIC RATE | DEFICIENCY |
| AGE & GENDER | REGULAR SLEEPING | EXERCISE |
| ACTIVITY | SPORTS | CALORIES COUNTING MACHINE |

### FOOD REMINDER

| | | |
|---|---|---|
| NOTIFY FOODS | DIET MAINTAINING | HEALTHY FOODS |
| WATER CONSUMPTION | FOOD TIMER | REGULAR FOODCYCLE |
| DEFICIENCY REMINDER | EXERCISE | CALORIES COUNTER |

## 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

**Importance**

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

EXERCISE

GREENS&
OATS

CALORIES
COUNTER

IMMUNITY

OVERWEIGHT&
OBESITY

WEIGHT
MANAGEMENT

SUSTAINABLE
EATING

NUTRITION
DIET

WATER
CONSUMPTION

DEFICIENCY

NOTIFY
FOODS

NUTRITIONAL
IMBALANCE

**TIP** 💡

Participants can use their
cursors to point at where
sticky notes should go on
the grid. The facilitator can
confirm the spot by using
the laser pointer holding the
**H key** on the keyboard.

**Feasibility**