

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32825
Project Name	Nutrition Assistant 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/empathy-map-canvas>

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

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
15 minutes to collaborate
3-8 people recommended

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

- 1 Team gathering**
Outline who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 2 Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3 Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
[Open session](#)

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

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

Brainstorm

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

🕒 10 minutes

ABINAYA.S

Calculate the Calorie	Suggestion for personalized diet	Determining the reason of problem
Suggestions to overcome specific diseases	To motivate participants to eat a healthy diet	Food and physical activity logging

DEVJE

Creating awareness for healthy food habits	Keeping an eye on health condition	Should get updates about diet
Application can be used flexibly	Health checkup should be done frequently	Have a backup diet

KALPANA.S

Ensuring the safety of our food supply	Advising about special diets	Guiding how diet affects metabolism
Recommends on how change in diet affects health	In app recipe book	Evaluate and monitor the effects of various plans

KAVIYA THARSINIL

Identify Customer Dietary Restrictions	Customize it to their Needs	Support Sustainable Practices
Providing health advice	promoting healthy eating	Introducing customers on custom plans

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



Step-3: Idea Prioritization

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

