

## Ideation Phase

### Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID32677
Project Name	DemandEst – AI Powered Food Demand Forecaster
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

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

➕

**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 heavy and productive session.

Open article →

1

**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 a smooth and productive session

1

Stay in topic.

2

Defer judgment.

3

Go for volume.

4

Encourage wild ideas.

5

Listen to others.

6

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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing.

#### Person 1

Sudden requirements are alerted to shopkeeper.	Immediate needs of people are fulfilled.
Best Quality of goods.	Regular restock of goods.

#### Person 2

Accurate forecasting of food demands.	Simple and Efficient platform.
Reduces excessive storage of perishable food.	Well structured database.

#### Person 3

Unexpected needs of customers are met.	Continuous monitoring of changing dataset.
Error free forecasting.	Frequent demands fluctuations are keenly observed.

#### Person 4

Periodic analysis of surveys are considered.	Rapid adaptation to the changing demands.
Increased demands during festive seasons are satisfied.	Reduces uncertainty.

3

## 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 can break it up into smaller sub-groups.

🕒 20 minutes

#### COMMODITIES

Best quality of goods	Regular restock of goods.
Reduces excessive storage of perishable food.	

#### PLATFORM

Simple and Efficient platform.	Well structured database.
Continuous monitoring of changing dataset.	

#### FORECAST

Accurate forecasting of food demands.
Error free forecasting.

### Step-3: Idea Prioritization

