

# Ideation Phase

## Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID53988
Project Name	<b>Project - AI-powered Nutrition Analyzer for Fitness Enthusiasts</b>
Maximum Marks	2 Marks

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

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➔

### 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](#)

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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](#) ➔

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](#)

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PROBLEM

There are several major health problems in society today and obesity is one of the most common. There is a need for more research to understand the causes of obesity and how to prevent it. The World Health Organization (WHO) estimates that over 650 million people are obese and this number is expected to rise to over 1 billion by 2030. Obesity is a leading cause of death and disability, and it is also a major risk factor for many chronic diseases, including heart disease, diabetes, and cancer. It is important to understand the causes of obesity and how to prevent it in order to improve public health.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) ➔

### Brainstorm

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

10 minutes

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

### 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

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 there's within your mind.

### 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

