

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID19852
Project Name	AI powered – Food Demand Forecaster
Maximum 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.




### 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 happy and productive session.

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### 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


Predicting how much the consumer/customer will purchase has always been a challenge





### Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

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

### 1 Brainstorm

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

10 minutes

**KAVIYA S**

Food Demand Forecasting is a process by which an individual or entity predicts how much the consumer or customer would be willing to buy the product or use the service

The sustainability of food supply chains depends on accurately predicting future demand

**KAMALESH AR**

A process by which an individual or entity predicts the how much the consumer or customer would be willing to buy the product or use the service

Predict changes in food demand as accurately as possible

**JAYESH NARAYANAN S**

It is a key component to every growing online business.

Can be used - To estimate upcoming demand by projecting old values

**KIRUPANITHI AM**

A method by which a organisation makes a prediction about how much a customer or client will pay for a good or service

Can be used to project anticipate future demand.

**Aakash M**

Food demand forecasting is a technique of determining a buyer spending on a particular services on food demand.

Forecasting fluctuations in food demand as precisely

### 2 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

#### Cloud Based Demand Forecasting Platform

- providing a cloud-based demand forecasting platform that applies AI to optimize inventory planning.
- automating the data collection and forecasting process from multiple sources to provide insights from underlying sales data.
- Helping the food companies optimize daily purchase orders, perishable items management, cost of dead inventory

#### Enabling AI-based Demand Forecasting

- developing forecasting solutions using machine learning for procurement and production
- This solution helps bakeries forecast sales to enable demand-oriented action and optimize product display placement to attract customers
- The software forecasts sales at a minute level which allows employees to optimize the production of products with high accuracy.

#### Others

- Increasing the prediction Accuracy
- The amount of demanded food is our output

## Step-3: Idea Prioritization

### 3 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 several ideas could get done without any difficulty or ones which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)

