

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID27270
Project Name	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



### 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

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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

How might we [your problem statement]?

**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.

## 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 in the pencil toolbar to attach notes to your drawing!

### 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

#### Nutrition

- Automatic detection and classification
- Helps the user to maintain the weight
- Personalized nutrition
- Climate friendly sustainable energy diet plan
- Deep knowledge about nutrition education

#### Workout

- Home exercise
- Keto diet
- Real and activity level maintenance
- Comprehensive food and healthy meals

#### Programs

- Endurance training
- Power lifting training
- Aerobics training
- Yoga practice
- Cycling training
- Take your dog to long walk

#### Nutrition C

- Automatic detection and classification
- Helps the user to maintain the weight
- Personalized nutrition
- Climate friendly sustainable energy diet plan
- Deep knowledge about nutrition education

#### Workout C

- Home exercise
- Keto diet
- Real and activity level maintenance
- Comprehensive food and healthy meals

#### Programs C

- Endurance training
- Power lifting training
- Aerobics training
- Yoga practice
- Cycling training
- Take your dog to long walk

#### Nutrition S

- Automatic detection and classification
- Helps the user to maintain the weight
- Personalized nutrition
- Climate friendly sustainable energy diet plan
- Deep knowledge about nutrition education

#### Workout S

- Home exercise
- Keto diet
- Real and activity level maintenance
- Comprehensive food and healthy meals

#### Programs S

- Endurance training
- Power lifting training
- Aerobics training
- Yoga practice
- Cycling training
- Take your dog to long walk

#### Nutrition B

- Automatic detection and classification
- Helps the user to maintain the weight
- Personalized nutrition
- Climate friendly sustainable energy diet plan
- Deep knowledge about nutrition education

#### Workout B

- Home exercise
- Keto diet
- Real and activity level maintenance
- Comprehensive food and healthy meals

#### Programs B

- Endurance training
- Power lifting training
- Aerobics training
- Yoga practice
- Cycling training
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## 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

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

#### Importance

if each of these ideas could get done without any obstacles or road, which would have the most positive impact?

#### Feasibility

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

#### 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 user pointer tooling the H key on the keyboard.

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