

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022MID06754
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.

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

Template



Brainstorm & idea prioritization for Nutrition Assistant Application

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

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

PROBLEM

Problem Statement

In today's people busy lifestyle, they ignore the healthy food habits and attract towards the fast foods even though they are aware of the effects of the fast food for their health. So, Obesity rates are increasing at an alarming speed, and this is reflective of the risks to people's health. However, although food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to App based nutrient dashboard systems which can analyse real-time images of a meal and analyse it for nutritional content which can be very handy and improves the dietary habits, and therefore, helps in maintaining a healthy lifestyle.

Key rules of brainstorming

To run a 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

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!

Varsha Nandhini T

Achieving users goal through consistent process

Calorie tracker

Healthy way of diet plan

Accurate calorie measurement

Boosting immunity

track your food steps

Maintain records and prepare reports

Megashree K

Recommend some easy exercises

Provide some health tips

Indicate their BMI if they took more calories

Display the calories, fat and carbohydrates percentage

Provide Monthly report analysis

Help user to remaind their exercise schedule

Scheduling monthly appointments

Vaitheeswari A

Tracking of patients intake

Review patient medical charts for dietetic information

Recommend diet food

Provide specified nutritional program

Interviews patients and take diet histories

Conduct classes on general nutrition education

Meal planner

Subashini S

Sugar and Fat control features

Recommend Health food

Water consumption feature

Physical activity observation

Apps for meal planning

Direct support from nutritionist

Connecting with nutritionist

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

Features

Track
Calorie

Exercise
Schedule
Reminder

Sugar and
Fat control
features

Water
consumption
feature

Tracking

Physical
Activity
Tracking

Track users
BMI

Track your
food steps

Interviews
patients and
take diet
histories

Recommendations

Recommend
Health food

Provide
specified
nutritional
program

Direct
support from
nutritionist

Meal planner

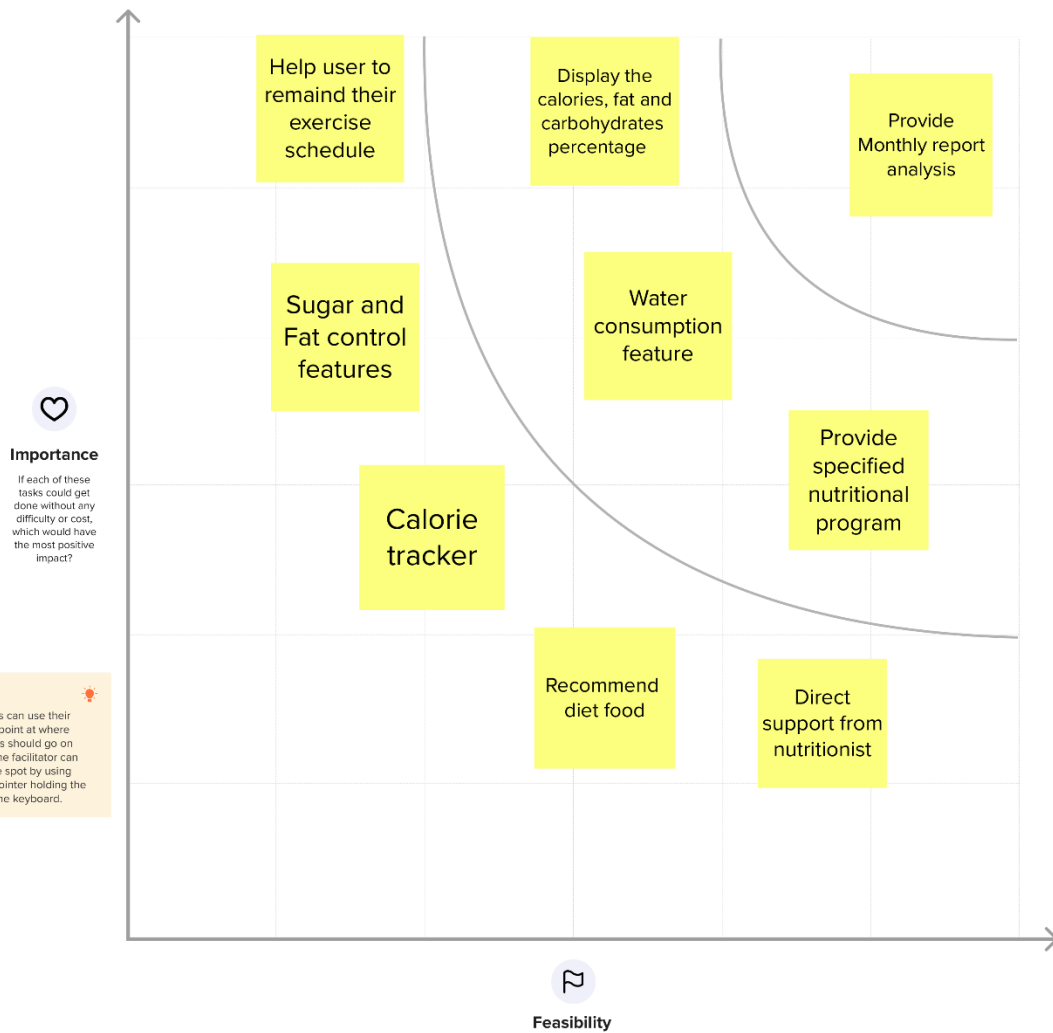
Step-3: Idea Prioritization

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



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 laser pointer holding the **H key** on the keyboard.