

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	03 October 2022
Team ID	PNT2022TMID50156
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

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

[Team gathering](#)
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

[Set the goal](#)
Think about the problem you'll be focusing on solving in the brainstorming session.

[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
How might we [your problem statement]?

[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.



Need some inspiration?
Pick a random section of this template to unleash your team.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

shamile.P

Make use of what we see and feel around us

Healthy food keep us healthy

ThamaraPushpam A

Current weight and height to get a good body

Gathering and storing health data

Observing what we see in a different manner

Dairy products should be included

A user sets a goal

Merging and averaging health data

Vinisha R

Wellness and healthy lifestyle have become mainstream

Build a strong user reputation that helps users to maintain a healthy diet

We also growing when we can't eat healthy food

Aims to reduce malnutrition

Interest in fitness applications and revenue from them grow

Providing proper nutrition at healthcare facilities

Aims to educate people on eating a well balanced diet

Eat Right Future Bright

Aims to educate people on eating a well balanced diet

Aims to reduce malnutrition

Eat Right Future Bright

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

Division based on similarity

Realize is what we see and feel around us

Healthy food keep us healthy

Observing what we see in a different manner

Dairy products should be included

Current weight and height to get a good body

A user sets a goal

Gathering and storing health data

Merging and averaging health data

Wellness and healthy lifestyle have become mainstream

Build a strong user reputation that helps users to maintain a healthy diet

Providing proper nutrition at healthcare facilities

We also growing when we can't eat healthy food

Aims to reduce malnutrition

Aims to educate people on eating a well balanced diet

Eat Right Future Bright



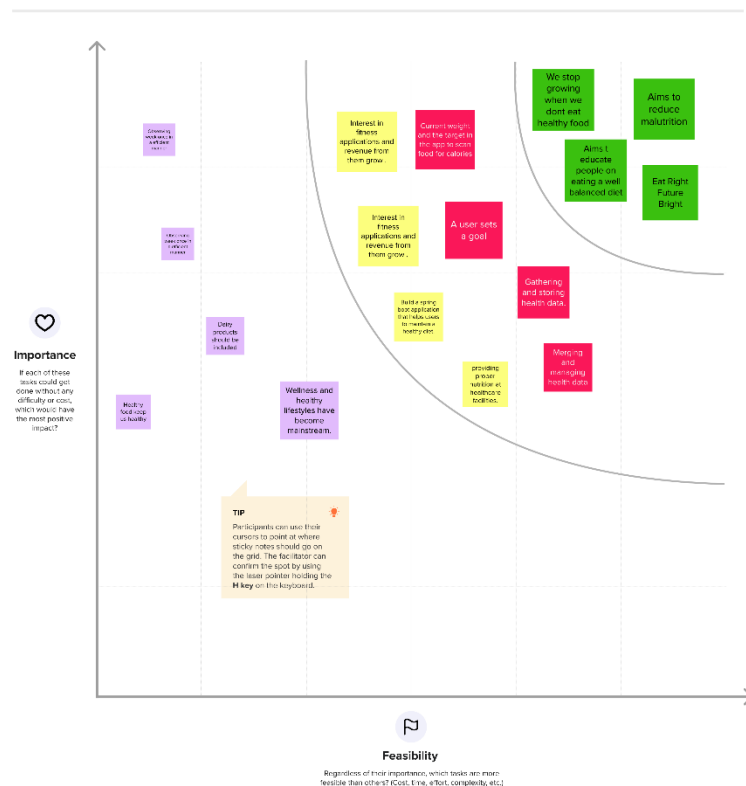
Step-3: Idea Prioritization

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.

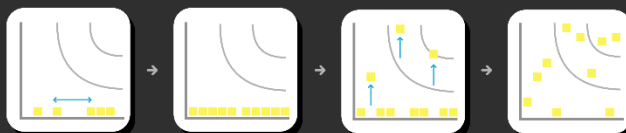
Quick add-ons

- 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 →](#)

[Share template feedback](#)



MURAL LINK:-

<https://app.mural.co/t/nutritionassistant3792/m/nutritionassistant3792/1664804629106/e7ced8476b3827e44a1820bfb0f68a5e0ce7ea31?sender=uc2efdbb97c9fdbc85af04404>