

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	15 October 2022
Team ID	PNT2022TMID42696
Project Name	AI-Powered Nutrition Analyzer For Fitness Enthusiasts
Maximum Marks	4 Marks

### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can generate their suggestions and start off in the concrete even "you're not using in the same room."

- 40 minutes (approx)
- Team of 4-6 people
- 3-4 people in the room

**1 Before you collaborate**

A great idea requires everyone to be on the same page. Make sure everyone is clear on the goal of the session and the rules of the game.

- 1. Set the context: Get everyone on the same page about the problem statement.
- 2. Set the goal: Make sure everyone is clear on the goal of the session.
- 3. Set the rules: Make sure everyone is clear on the rules of the game.

**2 Define your problem statement**

What is the problem you are trying to solve? What is the goal of the session? What are the rules of the game?

Problem statement:

Goal:

Rules:

**3 Brainstorm**

Write down all ideas that come to mind. Do not worry about whether they are good or bad. Just write them down.

Team member	Problem	Solution	Notes
Team member 1	Problem 1	Solution 1	Notes 1
Team member 2	Problem 2	Solution 2	Notes 2
Team member 3	Problem 3	Solution 3	Notes 3
Team member 4	Problem 4	Solution 4	Notes 4

**4 Group ideas**

Take all the ideas and group them into categories. What are the common themes? What are the unique ideas? What are the most promising ideas?

Group 1:

Group 2:

Group 3:

**5 Prioritize**

Use the matrix to prioritize the ideas. The matrix has two axes: Importance and Feasibility. The ideas are plotted on the matrix and the most promising ideas are identified.

**6 After you collaborate**

What are the next steps? What are the key takeaways? What are the next actions?

Next steps:

Key takeaways:

Next actions: