

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|---------------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID07854 |
| 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

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

Being overweight or obese can have serious impact on health such as high blood pressure, coronary heart disease, abnormal cholesterol levels, diabetes, reproductive, respiratory functions. Persons with obesity are more likely to suffer from mental stress and anxiety disorder. Being overweight can have serious effect on their sleep and self esteem problem. So it is necessary to lead a healthy lifestyle.

2

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 fill the pencil (lock) to select it for drawing.

Ushabala R

Calorie Counter to track what you eat each day

Provide customizable meal plan for an individual

Suggest a simple physical activity

Variety of healthy recipes available on portal

Chandra Hari S

Dietician provide proper nutrition plan

Provide recipes based on user religion like vegan

Meditation session to reduce stress

Offer a food diary to let track what you eat

Rachel Fabiana A

It gives remainder to drink water

It gives positive affirmation for healthy lifestyle

Regular virtual checkup with doctor

it gives details of body metrics

Karthikeyan K

It gives motivational quotes for fat loss

it gives counselling for dealing mental stress

it gives personalised fitness trainer

it gives timeline, history& progress

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Calorie Counter to track what you eat each day

Suggest a simple physical activity

Dietician provide proper nutrition plan

Meditation session to reduce stress

Variety of healthy recipes available on portal

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it gives details of body metrics

It gives positive affirmation for healthy lifestyle

it gives timeline, history& progress

It gives counselling for dealing mental stress

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

