

## **Ideation Phase Brainstorm & Idea Prioritization Template**

**Project Name:** *AI-powered Nutrition Analyzer for Fitness Enthusiasts*


**Date:** *19 September 2022*

### **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.

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**1 Define your problem statement**

Nowadays people are not concerned about what they are eating. They doesn't know what nutrition is present in the food what they are eating. This leads to serious health issues. Its important to health conscious. So we have come up with a plan to track their health status.

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**PROBLEM**

Junk foods are found to be associated with obesity due to their high energy content and the amount of fat present or free sugar, chemical additives, and sodium with the presence of a low amount of micronutrients and fiber. This changes their lifestyle which is a serious concern to be noticed. It leads to various health issues like obesity, diabetes and high blood pressure



**Key rules of brainstorming**

To run as 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

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#### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 15 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.

⌚ 30 minutes



## 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



#### 5

##### 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to 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 →](#)

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