


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	11 October 2022
Team ID	PNT2022TMID14614
Project Name	<b>Project</b> - AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	4 Marks

#### 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

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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

AI Based Nutrition Analyzer for Fitness Enthusiasts.

5 minutes

QUESTION

How might we [your problem statement]?

2

#### Key rules of brainstorming

To run an 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**

The main aim of the project is to provide nutrition analysis based on the classification of food.

🕒 10 minutes

Jemima sharon E

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Preethi S

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Preethi R

Brainstorming ideas

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Brainstorming ideas

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Brainstorming ideas

Mahalakshmi R

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

Brainstorming ideas

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

DIET PLAN

Helps to maintain healthy food habits

Helps in the intake of all the basic nutrients in proper levels

PERSONALIZED APP

Based on the regular food intakes, it automatically provides personal food suggestions.

Helps in the self introspection of an individual's health.

USER FRIENDLY

To scan the barcode on an edible product to get a count on the number of calories it contains.

Like smartwatches counting your steps and physical activities, these apps count the nutrition that one consumes in each meal.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

## 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 →](#)

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