


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID23761
Project Name	AI-Powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template




Brainstorm & ideaprioritization

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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- 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](#)

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorming

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 **smooth** and **productive** sessions

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Brainstorm

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

10 minutes

TIP

Focus your efforts on today's main goal. It's the good! Don't let perfectionism (or lack of) slow you down!

GANGA T

Identify the problem statement and write it down. (e.g., How might we reduce food waste?)

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

ABRAMI R

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

ELANKUTADENI K

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

MARIA SNEHA J

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

Person 5

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

Person 6

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

Person 7

Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

Person 8

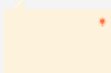
Brainstorm ideas that address the problem statement. (e.g., Composting, donating food, etc.)

Step-3: Idea Prioritization

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.

30 minutes

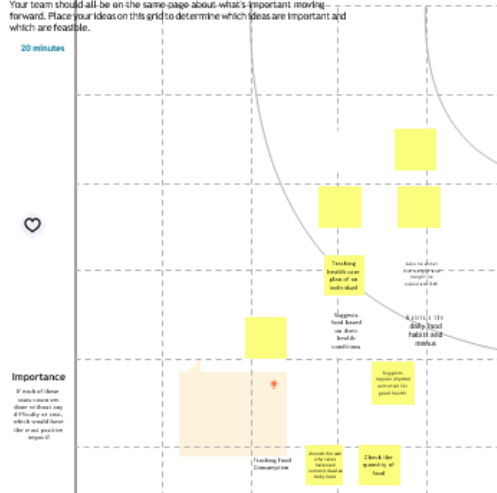


TIP:
Add convenient tags to sticky notes to make it easier to find, organize, compare, and categorize important ideas or themes on the group chart.

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



Importance
If one of these ideas is more important than the others, it should be one of the first things we focus on. Which would have the most positive impact?

Feasibility
How easy is it to do this? Do we have the resources to do this? Is it realistic?

TIP:
Prioritize ideas that have the most positive impact and are the most feasible. Use the grid to help you decide which ideas to focus on.

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