



# 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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Need some inspiration?

See a finished version of this template to kickstart your work.

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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.

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## Define your problem statement

Due to unhealthy food habits obesity rates are increasing rapidly. Although food packaging comes with the nutritional content it is not sufficient. So we are going to build a web app.



### PROBLEM

Due to the ignorance of healthy food habits, obesity rates are increasing at an alarming speed, and this is reflective of the risks to people's health. People need to control their daily calorie intake by eating healthier foods, which is the most basic method to avoid obesity. However, although food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to App-based nutrient dashboard systems which can analyze real-time images of a meal and analyze it for nutritional content which can be very handy and improves the dietary habits, and therefore, helps in maintaining a healthy lifestyle.



### 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.

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## Brainstorm

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

10 minutes

### DEEPAK

- user is required to give their medical conditions to prepare diet for them
- user search for recipes and according to their report they will be provided with recipes
- bmi will be calculated and encouragement message is send to them for keep them motivated
- There will be a dashboard for sharing health tips

### POZHIL

- User uploads image of the food they eat
- classify the nutritional content present in the image
- give feedback about the calories content in the image
- Apply the change in their dashboard

### MUKILAN

- First, gathering all information about the health condition of the user
- Suggesting recipes according to the diet plan
- Then tracking their health condition
- Monitor users progress

### HARI

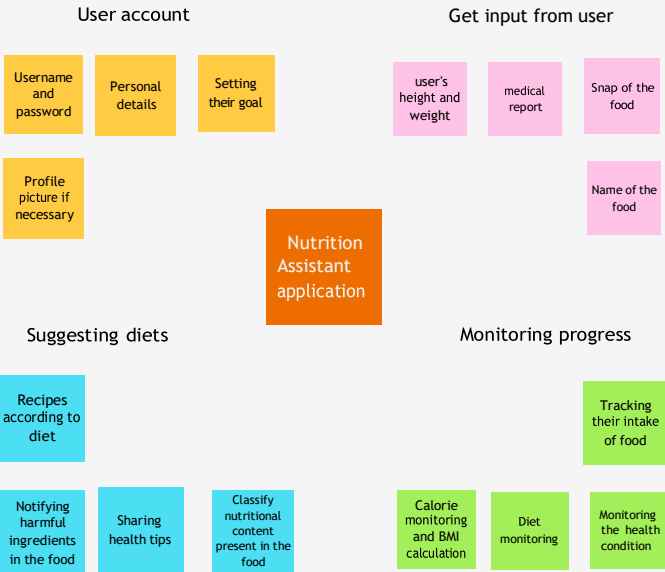
- setting and tracking goals
- suggest routines
- notifying motivational quotes
- notifying harmful ingredients in the food

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## 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 and break it up into smaller sub-groups.

20 minutes

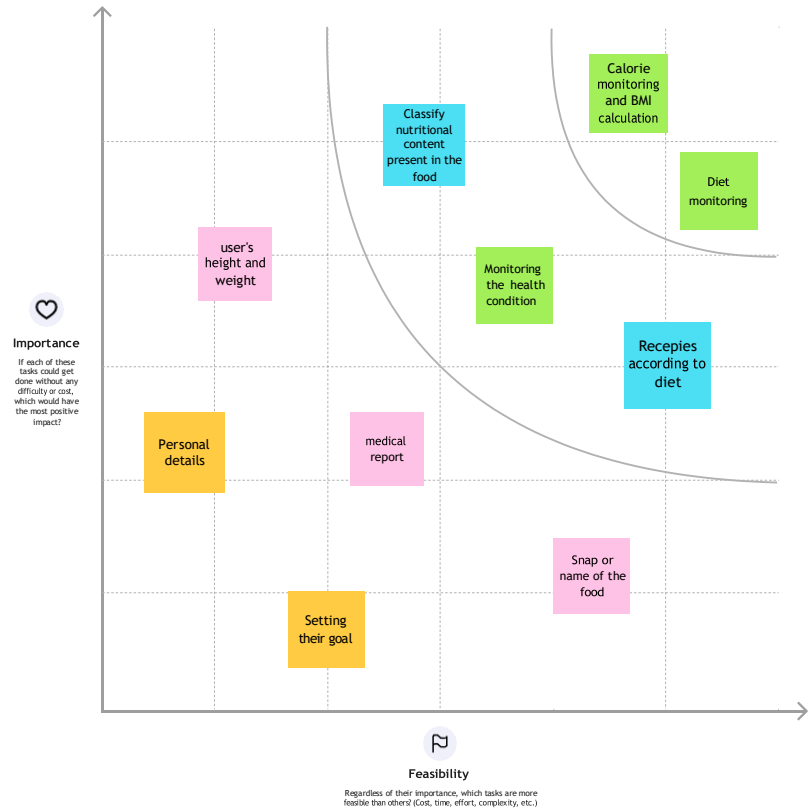


4

## 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

- 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 in your drive.

### Keep moving forward

- Strategy blueprint

Define the components of a new idea or strategy.

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- Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

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- Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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