


Ideation Phase

Brainstorm & Idea Generation

Date	31 October 2022
Team ID	PNT2022TMID30357
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 & 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

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.


👂 Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



Need some inspiration?

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

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

HARSHINI R

Food pattern is an important factor to prevent disease and improve the lifestyle

It is highly recommended to change eating habits to prevent non-communicable diseases

Artificial Intelligence in nutrition is becoming popular for prevention and treatment

It gained more popularity among computational tools

HARINI R

Nutrigenomics refers to the integration of genomic science with nutrition

It is becoming increasingly popular in the field of nutrition based AI

Nutrigenomics can be leveraged to offer personalized interventions

An algorithm was built that way.

DHARANI M

It is remarkable capabilities in relation to improving the existing applications

All of this is packaged in a comprehensive nutrition and activity tracker

The app uses AI as well as image classification technology for identifying the food accurately

It even calculates the number of calories just from the picture

NAGAVARSHINI S

It has been trained to identify cuisines from around the globe

It is the identification food system in the world

It is a personalized food recommendation platform

To identify the calorie intake and then make food recommendation for a healthy diet

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

Precision Medicine and AI

It is an approach for disease prevention and treatment

Computational tools are now considered important to analyze large data sets

To gather the data individuals from their health tracking devices and food

To reality to recommend menu items in a restaurant by just pointing your app at the menu list

People Health Metrics

It becomes clear that the idea of universal diet for everyone is flawed and biologically impossible

To analyze big sets resulting in a complete portrait of an individual health metrics

The aim to leverage foods one already has offer ingredient substitutions

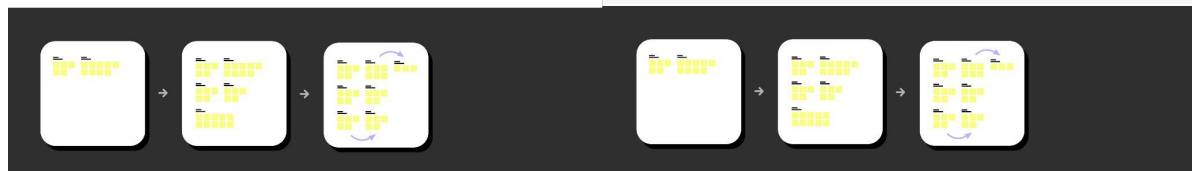
All of this is packaged in a comprehensive nutrition and activity tracker

Fit Genie

Eat Right

The platform via Artificial Intelligence and machine learning algorithms

To identifies the dishes on a menu and then provide the user with the nutrition value

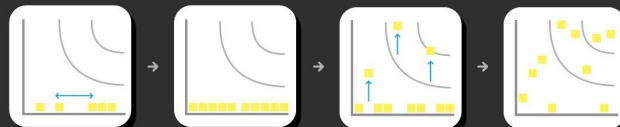
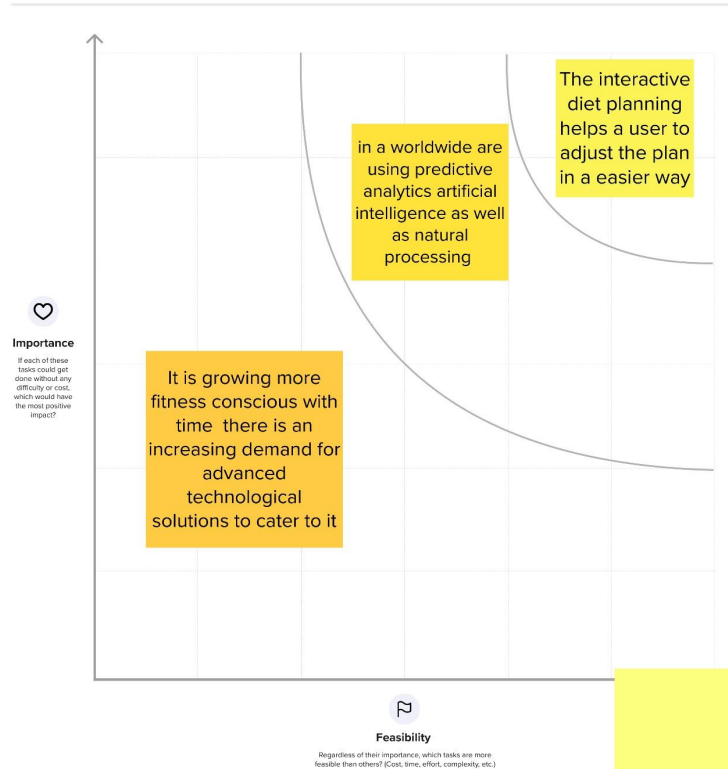


Step-3: Idea Prioritization

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



Af

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

- 1. **Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
 - 2. **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
 - 3. **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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