


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID15581
Project Name	Nutrition Assistant Application
Maximum Marks	4 Marks

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

Template



Brainstorm & Idea Prioritization

Nutrition Assistant Application

⌚ 15 minutes to prepare
🕒 45-60 minutes to collaborate
👥 1-4 people recommended

Created in partnership with



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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.

⌚ 15 minutes

Problem

How we take initiative to reduce obesity rates?

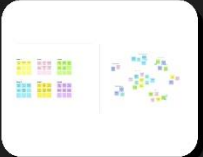
How we classify food items based on their nutrition value?

How we create proper meal plans for healthy living?

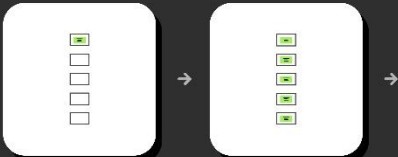
Is creating a healthy food plans take so long?

Is we aware of eating healthy foods?

What are the benefits of eating healthy food?



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

Vignesh C

Classify
image based
on nutrition
value

Easy to use

Better UI
and UX

Accurate
results

Shaik Arshiya

User friendly

Alert user on
junk food

Perfect app
to classify
food items

Works on
any device

Jagabathi Babu

Recommendation
on consuming
healthy foods

Easy
accessibility

Well
categorized

Easily
Categorize
various
foods

Praveen PC

Report
generation

No lag on
heavy
usage

Easily detect
product

Rank to the
items based
on nutrition
value



3

Group Ideas

Take turns sharing your ideals while clustering similar or related notes as you go.
Give each cluster a sentence-like label.

🕒 15 minutes

Experience

Device
compatibility

User friendly

Better UI
and UX

Accurate
results

Categorization

Categorize
based on
nutrition
value

Easy to
identify

Rank based
classification

Alerts

Alerts when
user
consume
junk foods

Customization

User create
own food
plans

Create their
plans for
daily, weekly,
monthly basis

create own
plan at faster
rate

Integrate
multiple
accounts

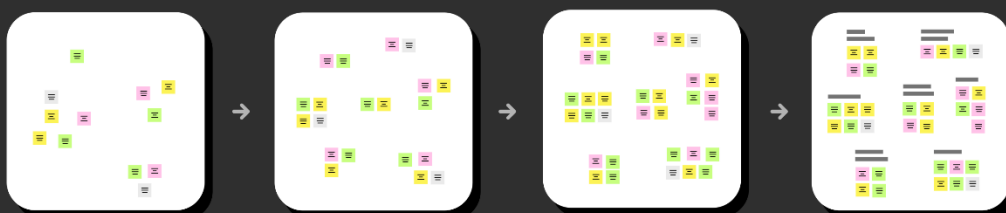
Insights

Generate
reports
based on
nutritional
value

Can send
notification
to the user

Awareness

Provide tips
on
consuming
healthy foods



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

