

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID48368
Project Name	Nutrition Assistant Application
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

REFERENCE -<https://app.mural.co/embed/a04363bf-459a-4c86-ad72-4630bf8a77f6>

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

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

TRAVELLER SUNDAR TRAVELS
VARIOUS COUNTRIES WHO NEEDS
TO KNOW ABOUT HIS FOOD
INGREDIENTS AND TO CHECK HOW
MUCH CALORIE IT CONTAINS AND
TO CHECK WHETHER HIS MEAL
CONTAINS ANY ALLERGIC
INGREDIENT INSTANTLY BECAUSE
HE SHOULD BE MINDFUL NOT TO
OVERINDULGE DURING HIS TRIPS

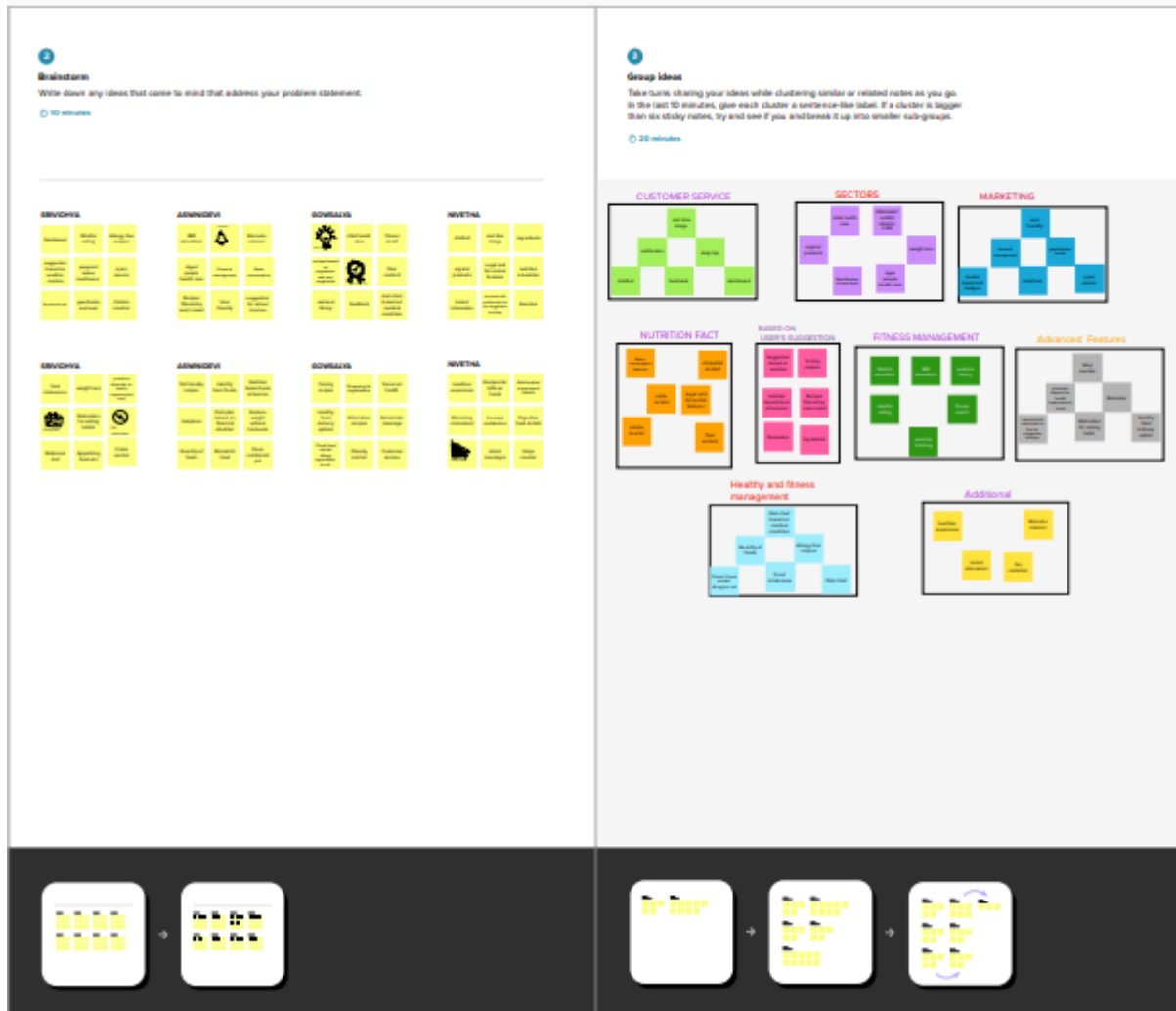
Key rules of brainstorming
To run a smooth and productive session

👤 Stay in topic. 💡 Encourage wild ideas.

⏸️ Defer judgment. 👂 Listen to others.

🗣️ Go for volume. 👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping



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.

30 minutes



Feasibility

Regardless of their importance, which tasks are those feasible (the culture of place, time, effort, complexity, etc.)

