

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID48373
Project Name	Project – AI – Powered Nutrition Analyser For Fitness Enthusiasts.
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.

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.

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1 Define your problem statement

People with high prevalence of physical inactivity and high rates of preventable health conditions and fitness stability increased participation in fitness and wellness activities can improve their overall health and well-being. However, many fitness and wellness organizations do not know how to effectively serve this population nor how to support their inclusion into their programs. Our main purpose is to Maintain a healthy, balanced, and sustainable diet helps to build wellness across many areas of health.

PROBLEM

How might we [your problem statement]?

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

2 Brainstorm

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

10 minutes

Brainstorming Ideas:

- GOWSHIGAN.E.R**
 - CLARITY ON WHY WE'RE HERE AND WHY THIS IS THE RIGHT TIME
 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
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 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
- GANAPATHYRAM.S.K**
 - DELICIOUS MEAL KIT DELIVERY SERVICE
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 - DELICIOUS MEAL KIT DELIVERY SERVICE
- FRANCIS HUBAN.K**
 - DELICIOUS MEAL KIT DELIVERY SERVICE
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- ABBAS NOOR MOHAMED.S**
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3 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.

20 minutes

Grouped Ideas:

- NUTRITIONAL**
 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
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 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
- WORKOUT**
 - DELICIOUS MEAL KIT DELIVERY SERVICE
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 - DELICIOUS MEAL KIT DELIVERY SERVICE
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 - DELICIOUS MEAL KIT DELIVERY SERVICE
 - DELICIOUS MEAL KIT DELIVERY SERVICE
- PROGRAMS**
 - DELICIOUS MEAL KIT DELIVERY SERVICE
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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

Idea Prioritization Grid:

Importance: If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility: Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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