

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	27 September 2022
Team ID	PNT2022TMID33736
Project Name	AI-Powered Nutrition Analyzer 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

**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

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 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

AI and its various applications are helping people in many ways. But how can we use AI to create a more personalized and healthy diet for fitness enthusiasts?

**Key rules of brainstorming**  
To run an smooth and productive session:

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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

10 minutes

**SHANMATHI B**

- Nutrition grows faster through program testing. Customized applications.
- Higher medical cost than normal healthy persons.
- Food and physical activity logging helps in fitness.
- Nutritional analysis is the process of determining the nutritional content of food.

**PRIYADHARSHINI S**

- Helps to measure many time intensive tasks.
- Helps in easy and complex understanding of health.
- Allows to monitor people and their health very easily.
- Breaks down the nutrition information, calorie, macro and microelements as well as ingredients.

**VISALI M**

- AI applications are nutrition uses NLP.
- Personal medicine where artificial intelligence is used.
- Hot startup using AI nutrition helps improve food quality production.
- AI and its various subsets have been leveraged by these platforms to identify the calorie intake and also to make fresh diet.

**SNEKA G**

- Helps in proper dieting.
- Easily applicable applications used.
- Tracking of diet is done.
- Fitness schedule is prepared according to each person.

### Step-2: Brainstorm, Idea Listing and Grouping

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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 can break it up into smaller sub-groups.

20 minutes

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

#### Technology

AI uses applications to blind the fitness for the enthusiasts people facing daily life to promote social inclusion for them.

#### AI Fitness applications:

Neutrino: AI Nutrition App, FitnessAI: Ultimate Workout at Home Solution, Fit Genie: Smart Calorie Counter

#### Model Analogy

Detailed UI which is user friendly. Datas are stored and model is trained using AI algorithm. It is safe and secure.

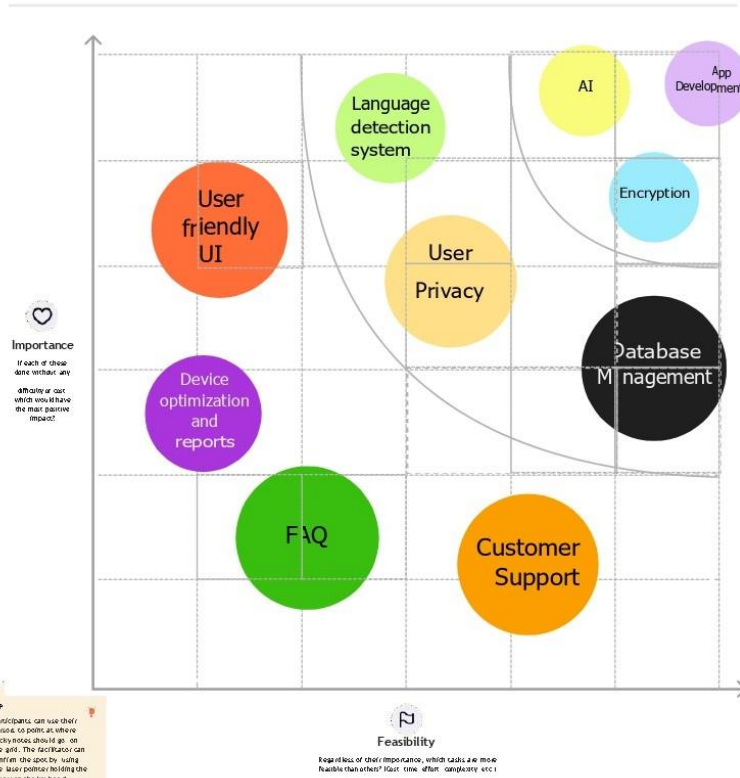
### Step-3: Idea Prioritization

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#### 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



5

#### 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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