

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID49091
Project Name	Nutrition Assistant Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Brainstorm & idea prioritization

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.

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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.

5 minutes

How might we find and give information about food?

2 Brainstorm

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

10 minutes

Person 1

Use AI

Store all food data in database

Person 2

Use 3rd Party APIs

Person 3

Use Google Lens

Person 3

Bring info from users

3 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

Importance

Rank 1-5 from most important to least important. Ask: "What's the most important thing we need to know?"

Feasibility

Rank 1-5 from most feasible to least feasible. Ask: "What's the most difficult thing to do?"

The grid shows ideas plotted based on Importance (Y-axis) and Feasibility (X-axis). Ideas include: 'Use AI' (High Importance, High Feasibility), 'Store all food data in database' (High Importance, Medium Feasibility), 'Use 3rd Party APIs' (Medium Importance, Medium Feasibility), 'Use Google Lens' (Medium Importance, Low Feasibility), and 'Bring info from users' (Low Importance, Low Feasibility). Two curved lines separate the grid into three zones: High Importance/High Feasibility, Medium Importance/Medium Feasibility, and Low Importance/Low Feasibility.