


Ideation Phase

Brainstorm & Idea Prioritization Template

Title	AI powered nutrition analyzer for fitness enthusiasts
College Name	AVS College of Technology
Team Id	PNT2022TMID42147

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.

[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

How might we [your problem statement]?

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.

Step-2: Brainstorm, Idea Listing and Grouping

2

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

🕒 10 minutes

THARSHANI R

Asks to enter the weight and height to calculate BMI

Customized perfect workout plans

Calisthenics training

Online nutrition counselling

NANDHINI S

Diet meal recipes

Practice yoga

Walking Daily

Personalized yoga

SIVAPRIYA A

Fitness blogs

Aerobics training

Paleo diet

Join team sport

KOKILA D

Food maintenance

Deep knowledge about nutritional education

Take enough amount of water

Take enough amount of sleep

3

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

Nutritional

Personalized nutrition

Key to diet

Food and activity level maintenance

Key to diet

Programs

Online nutrition training

Fitness blogs

Awareness for healthy food

Clarity on nutritional fake news

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

Importance

If each of these ideas 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 for you? (Cost, time, effort, complexity, etc.)

Group fitness community

Practice yoga

Fitness blogs

Follow food chart

Awareness for healthy drink

Online nutrition counseling

Fitness blogs

Build your own workout

Food maintenance

Healthy meal kit delivery service

Key to diet

Clarity on nutritional fake news

Vegan plant based nutrition

Personalized nutrition

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

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

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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