

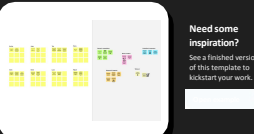


Brainstorm & idea prioritization

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

- 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.
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1
Define your problem statement
The problem is people don't consider their health due to their busy schedule that leads to various health related issues. Our objective is to create an app to monitor their eating habits and suggest healthy foods and recepies according to their body condition

PROBLEM
Due to the ignorance of healthy food habits, obesity rates are increasing at an alarming speed, and this is reflective of the risks to people's health. People need to control their daily calorie intake by eating healthier foods, which is the most basic method to avoid obesity. However, although food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to App-based nutrient dashboard systems which can analyze real-time images of a meal and analyze it for nutritional content which can be very handy and improves the dietary habits, and therefore, helps in maintaining a healthy lifestyle.

- 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.

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



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 and break it up into smaller sub-groups.
20 minutes



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



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.
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 - Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
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 - Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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