

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 12th october 2022                                     |
| Team ID       | PNT2022TMID26505                                      |
| Project Name  | AI powered Nutrition Analyzer for fitness enthusiasts |
| Maximum Marks | 4 Marks   |

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Team member : Aswin kumar A  
Team member : Dinesh Kumar E  
Team member : Malavika M

**Brainstorm & Idea Prioritization**

Use this template to your team. By following the steps, you will be able to generate ideas, evaluate them, and prioritize them. This will help you to focus on the most important ideas and develop them into a solution.

**Before you collaborate**

Define your problem statement. This is the first step in the process. It is important to have a clear understanding of the problem you are trying to solve before you can generate ideas.

**Brainstorm**

Brainstorming is a process of generating ideas. It is a collaborative process where team members share their ideas and build on each other's ideas. This is a key step in the ideation phase.

**Group idea**

After brainstorming, you will have a list of ideas. You need to select the best idea from this list. This is done by evaluating each idea based on its feasibility, desirability, and viability.

**Plotting**

Plotting is a process of prioritizing ideas. It involves plotting each idea on a graph with 'Feasibility' on the x-axis and 'Desirability' on the y-axis. This helps you to see which ideas are most feasible and desirable.

**After you collaborate**

After you have plotted your ideas, you need to select the best idea. This is done by looking at the ideas that are high on both the feasibility and desirability axes.