


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	28 JULY 2022
Team ID	PNT2022TMID38843
Project Name	AI Powered Nutrition Analyst for Fitness Enthusiasts.
Maximum Marks	4 Marks

#### 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

📄 Share template feedback

➔

**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 a 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

Tip  
You can select a sticky note as a link to open it. Switch to sketch mode to start drawing.

HARITHAN S

Nutrition may also support muscle recovery for reducing inflammation.

Excess food intake increases weight, which is a source of inflammation and fat accumulation.

It is a source of energy, which is a source of energy and a source of energy.

It is a source of energy, which is a source of energy and a source of energy.

It is a source of energy, which is a source of energy and a source of energy.

SURIYA DEEAKASH N P

Tracking of calories intake makes you to know about your health.

Health and fitness tips are given.

It is also perfect for a vegan.

Helps to stop using multiple recipes.

Natural growth can be obtained.

Acts as your personal assistant.

VINOTH J

Does not require a lot of effort to calculate calories intake.

Helps a lot to plan and get the right amount of food choices.

Provides healthier alternatives to some food choices.

Helps us aware of what we are eating.

Can be used as a reminder to eat healthy.

Can provide personalized diet charts for all individuals.

JAYEED AHMED RESHI

It promotes healthy eating habits.

It is a healthy way to lose weight.

It is a healthy way to lose weight.

It is a healthy way to lose weight.

It is a healthy way to lose weight.

It is a healthy way to lose weight.

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

based on nutrition

based on supplements

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

based on breakfast

based on food

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

Helps in weight loss.

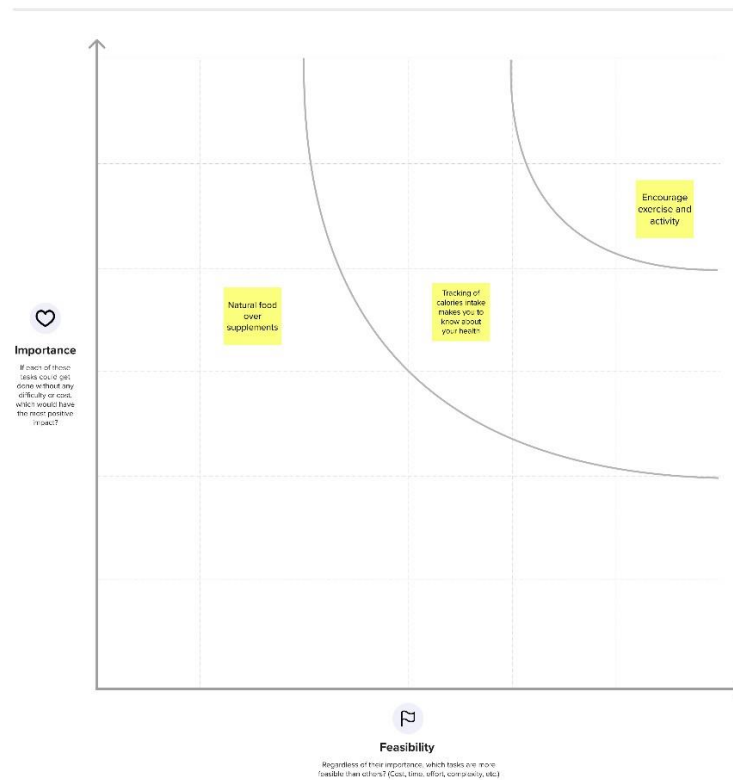
## Step-3: Idea Prioritization

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



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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