

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 October 2023
Team ID	591092
Project Name	Snack Squad : A Customizable Snack Ordering and Delivery App


Brainstorm & Idea Prioritization Template:

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.

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.


Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template




**Brainstorm
& idea prioritization**

**Snack Squad: A
Customizable Snack
Ordering And Delivery App**

 10 minutes to prepare


 1 hour to collaborate

 2-8 people recommended

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


The challenges with the physical food ordering system are that customers might have a hard time placing their orders quickly and there may not be enough variety to choose from. Plus, there's often not enough dietary information about the snacks.


**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

Lasya

Easily browse snacks and place orders

Detailed dietary information for each snack item

Often provide different offers or discounts.

Collaborate with a variety of snack vendors

Nishanth

User friendly

Wide range of options

Straightforward and efficient ordering process

Allergen alerts

Sai Nadh

Integrate a real-time tracking feature

Multiple Language Support

Offer various payment options

Healthier Snack Options

Uday kumar

Local Partnerships

Highlight eco-friendly packaging

Review and Rating System

Implement an in-app wallet

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

Model Improvement

Detailed dietary information for each snack item

Wide range of options

User friendly

Collaboration and outreach

Collaborate with a variety of snack vendors

Allergen alerts

Review and Rating System

Conveniently reachable

Straightforward and efficient ordering process

Multiple Language Support

Easily browse snacks and place orders

Beneficial capabilities

Integrate a real-time tracking feature

Often provide different offers or discounts.

Highlight eco-friendly packaging

Offer various payment options

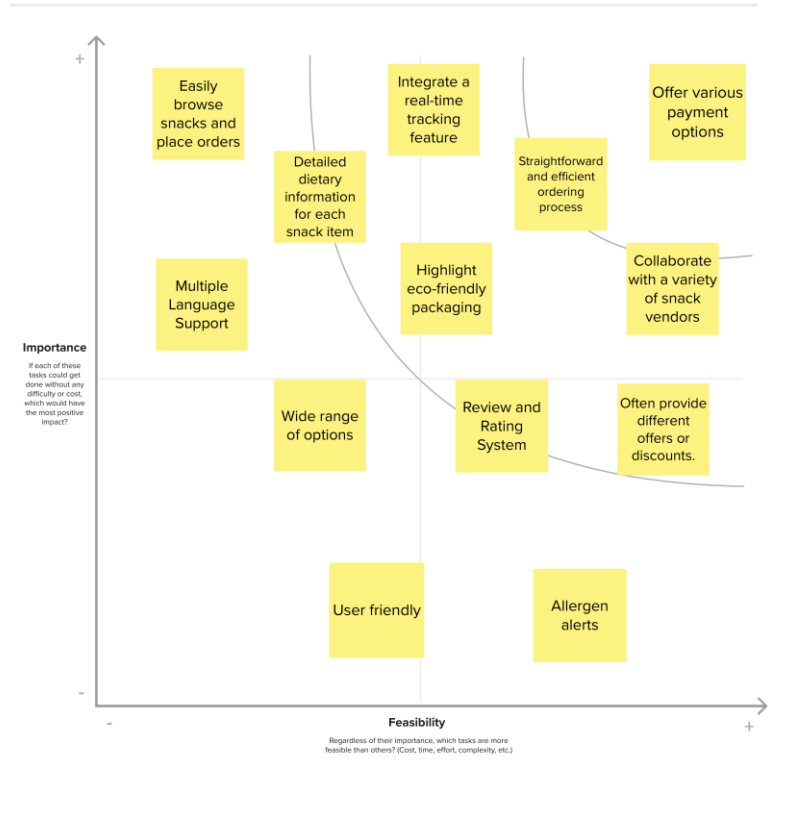
Step-3: Idea Prioritization

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



Reference Link:

<https://app.mural.co/t/snacksquadandroidproject6951/m/snacksquadandroidproject6951/1697266749390/495354d055996afb22ad70387440c9eb29ce36db?sender=uef199e6ce421cd7f6aec4839>