

Ideation Phase

Brainstorm & Idea Prioritization

Date	19-02-2026
Team ID	LTVIP2026TMIDS66321
Project Name	Cafeteria Menu Display
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization :

Brainstorming for a cafeteria menu display system should focus on improving customer experience, operational efficiency, and engagement. High-impact foundational ideas include real-time digital menu boards, nutrition and allergen transparency, multilingual support, daily specials highlights, and POS integration to manage sold-out items. More advanced options include inventory-aware automation, dynamic pricing to reduce waste, AI demand forecasting, personalized recommendations, and sustainability indicators. When prioritizing, use an impact-versus-effort framework: implement high-impact, low-effort features first (e.g., digital boards and allergen icons), plan strategically for high-impact but complex integrations (e.g., AI forecasting), and deprioritize costly low-impact innovations.

The ideal roadmap depends on the cafeteria context (school, corporate, hospital, or food court), but a phased approach—starting with core visibility and operational reliability, then optimizing, then differentiating—ensures practical and scalable implementation.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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



Cafeteria Menu Display System

Brainstorm & Feature Prioritization

Use this template to plan and design a digital cafeteria menu display system that improves customer experience, reduces waiting time, and enables real-time menu updates—even when the team is working remotely.

🕒 10 minutes to prepare | 🕒 1 hour to collaborate | 👥 2-5 members recommended

1 Define Your Problem Statement

What problem are you trying to solve?

Frame your problems as a **How Might We** statement. This will be the focus of your brainstorm.

🕒 5 minutes

A Before You Collaborate

A little preparation ensures a smooth design session.

🕒 10 minutes

Team Gathering

- Identify who should participate in the session and send an invite: 📧
- Share menu data, pricing, and daily specials

Set the Goal

- Think about the focus:
 - Digital menu board
 - Real-time price updates
 - Nutrition & allergen display
 - IoT / web-based control

1 Define Your Problem Statement

What problem are you trying to solve?

Frame your problems as a **How Might We**

PROBLEM

How might we design a digital cafeteria menu display that shows real-time menu updates, prices, and availability while reducing manual effort and customer confusion?

Optional Add-On Sections (Recommended)

- Possible Features to Brainstorm
- Daily special highlights
- Touchscreen ordering support
- Multi-language menu display

💡 Key rules of brainstorming

To run a smooth and productive session:

- ✓ Stay focused on cafeteria needs
- ⌛ Defer judgment
- ✓ Encourage innovative & smart display ideas
- 👂 Listen to all team members
- 🎯 Aim for maximum feature ideas
- ✓ Use visuals wherever possible

Technology Stack (Example)

- Display: LED/LCD Screen
- Controller: Raspberry Pi / ESP32
- Backend: Web server / Firebase
- Connectivity: Wi-Fi

Step-2: Brainstorm, Idea Listing and Grouping

2 Cafeteria Menu Display System

Brainstorm

List down any ideas that come to mind that address the problem statement:

How might we design a digital cafeteria menu display that shows real-time menu updates, prices, and availability while reducing manual effort and customer confusion?

Tip

Use one idea per sticky note. Fill the space at your own pace, adding ideas as they come.

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. Label title. If a cluster's bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Alex

Real-time price & menu updates
Daily specials section
Wi-Fi updates

Remote updates via app
Healthy meal suggestion
Seasonal promoters

Maria

Remote updates via app
Healthy meal suggestions
Easy promoters

David

Easy-to-read layout
POS system sync
Inventory management

Sarah

Touchscreen ordering
Cloud-based control

James

Allergen indicators
Dietary needs
Combo pairing options

James

Self-reaction integration
Clear nutrition facts
Reduced manual updates

Emily

Self-checkout kiosk
Reduced manual updates
Database integration
Mobile access via mobile

Real-Time Updates

Wi-Fi updates
Instant menu changes
Auto-sync with POS
GPS updates
Easy price adjustments

Easy-to-read layout
Attractive design
Accessible font size
Clear images of menu items

User-Friendly Display

Easy-to-read layout
Attractive design
Accessible font size
Clear images of menu items

Special Offers & Sections

Daily specials highlights
Lunch combo deals
Lunch combo deals
Seasonal promotions

Self-Ordering Capabilities

Touchscreen ordering
Self-checkout kiosk
Contactless payment
Multiple language options

Content Management

Cloud-based content update
Admin panel control
Automated schedule management
Remote access via mobile

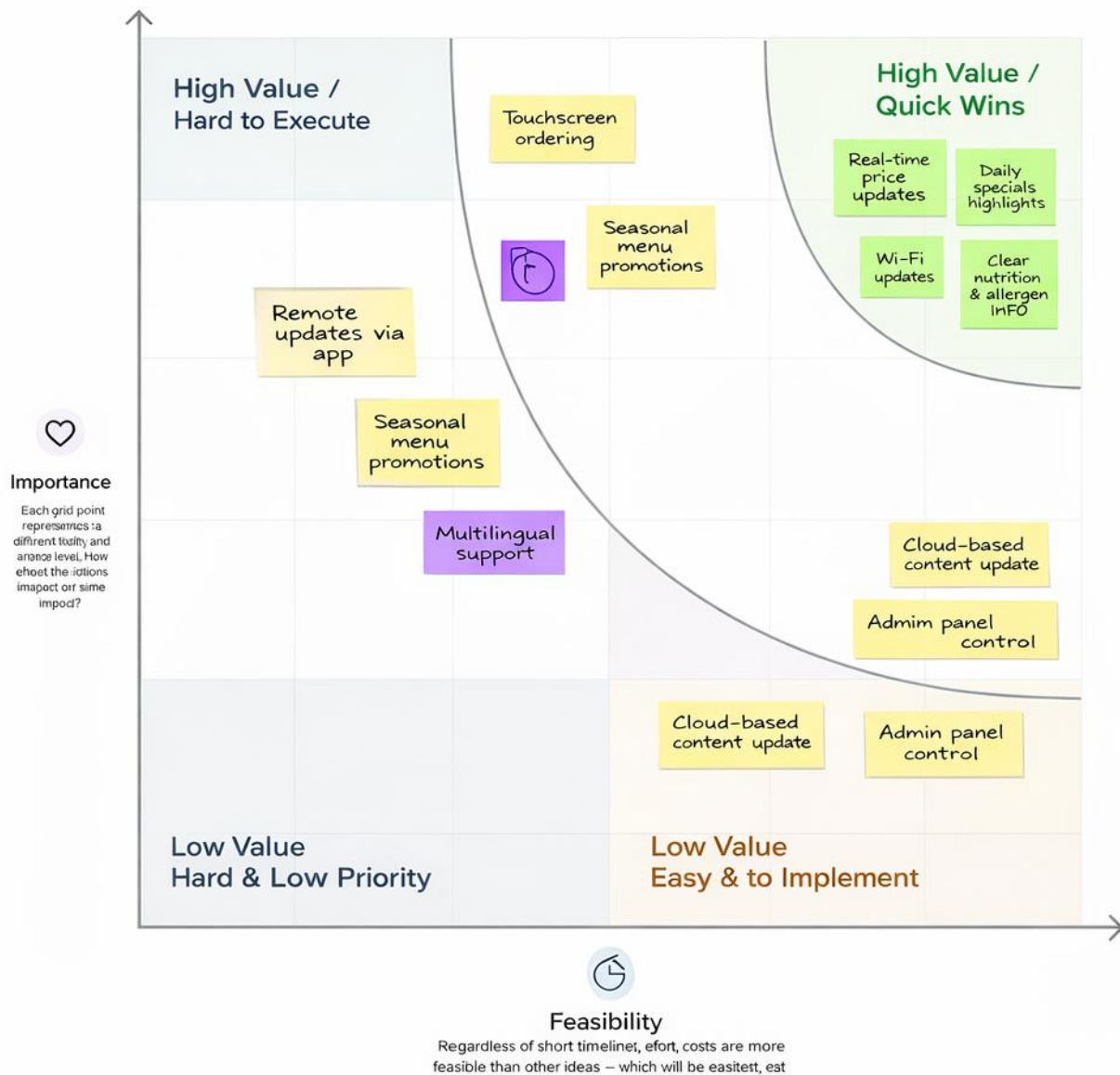
Step-3: Idea Prioritization:

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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



High Value / Quick Wins

Low Value / Easy to Implement

High Value / Hard to Execute

Low Value / Hard & Low Priority