

## Ideation Phase

### OrderOnTheGo: Your On-Demand Food Ordering Solution Template

Date	16 June 2025
Team ID	LTVIP2025TMID59338
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	4 Marks


#### OrderOnTheGo: Your On-Demand Food Ordering Solution 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.

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

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



### OrderOnTheGo: Your On-Demand Food Ordering Solution



#### 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

1

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

**Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

3

**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**  
**How might we** simplify and speed up the food ordering process for users while helping local restaurants efficiently manage online orders and menus? This aims to improve user convenience and support restaurant operations through a seamless digital platform.


🕒 5 minutes


2


**Key rules of Project**


 User-first

 New ideas

 Clean UI

 Fast & smooth

 Scalable code

 Test all

## Step-2: Brainstorm, Idea Listing and Grouping

2

**Idea Listing and Grouping**  
Worked on the ideas

Person 1

Person 2

Person X

Person 4

3

**Group Ideas**  
Take turns sharing your ideas while clustering similar or related notes on your app. Once all sticky notes have been grouped, allow each cluster to name and describe itself. If a cluster is larger than six sticky notes, try and see if you can break it up into smaller subgroups.  
[Go see resources](#)

Tip

Start in a small circle with an idea. Invite others to build on that. Then, as the group grows, break it up into smaller subgroups to discuss and refine the idea.

## Step-3: Idea Prioritization

4

**Prioritize**  
To create a seamless, fast, and user-friendly platform for food ordering that benefits both customers and local restaurants.

The matrix is a square divided into four quadrants by a horizontal line and a vertical line. The vertical axis is labeled 'Importance' with a '+' at the top and a '-' at the bottom. The horizontal axis is labeled 'Feasibility' with a '-' on the left and a '+' on the right. A curved line starts from the top-left quadrant and extends towards the bottom-right quadrant, passing through the intersection of the horizontal and vertical lines. The top-left quadrant is the most important and least feasible, while the bottom-right quadrant is the least important and most feasible.

**Importance**  
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)