

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 October 2023
Team ID	NM2023TMID03807
Project Name	Project- Food Tracking System
Maximum Marks	4 Marks


#### 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



### 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

➔

**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

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**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.

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**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

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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

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

#### Person 1

**Food Logging:** Users can input or scan barcodes of food items to record what they've consumed.

**Data Export and Reports:** Users can export their food and nutrition data for personal analysis or to share with healthcare professionals, like dietitians or doctors.

#### Person 2

**Personalized Recommendations:** Based on user goals and dietary restrictions, the system can offer meal suggestions and recipes.

**Water and Exercise Tracking:** In addition to food, some systems also allow users to track their water intake and exercise routines.

#### Person 3

**Progress Monitoring:** Users can track their progress over time, which might include weight changes, body measurements, and improvements in nutrition.

**Barcode Scanning:** Many apps have a feature that allows users to scan barcodes on packaged food items to quickly input nutritional information.

#### Person 4

**Community and Social Features:** Many food tracking systems offer social features, such as the ability to connect with friends, share achievements, and get support from the user community.

**Recipe Analysis:** Users can enter or import recipes, and the system will analyze the nutritional content of the entire recipe.

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### 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

TIP

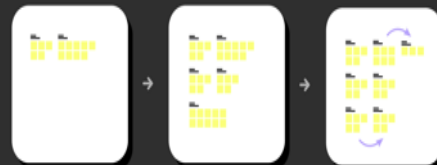
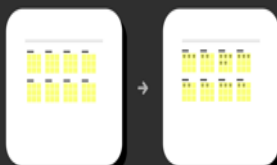
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**Food Database:** Create a comprehensive database of foods and beverages, including both generic and brand-specific options, to ensure users can accurately track their intake. Consider crowd-sourcing data to keep it up-to-date.

**Mobile App:** Develop a user-friendly mobile app that allows users to easily input and track their daily food intake. The app can provide features like barcode scanning, voice recognition, and image recognition for quick and accurate data entry.

**Meal Planning:** Integrate meal planning functionality that helps users create balanced and healthy meal plans based on their dietary goals and restrictions. This could include generating shopping lists and recipes based on the planned meals.

**Social and Community Features:** Implement social sharing and community features, allowing users to share their progress, recipes, and meal ideas with others. This can create a supportive and engaging environment.



## 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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

