

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24-06-2025
Team ID	LTVIP2025TMID55113
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

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

Our team gathered to understand challenges faced by customers and restaurants in food ordering. We identified a central problem around digital menu discovery, order management, and service quality.

Visual Representation of Step-1:



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

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 an 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

We conducted sessions where each team member contributed ideas. These were grouped into categories: User Interface, Ordering System, Admin Tools, Restaurant Dashboard, Promotions, and Reviews.

Visual Representation of Step-2:

2

Brainstorm

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

⌚ 10 minutes

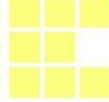
TIP

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

Amar



Yuktesh



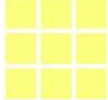
Person 3



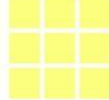
Person 4



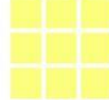
Person 5



Person 6



Person 7



Person 8



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-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

Person 4

TIP

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

Step-3: Idea Prioritization

Ideas were prioritized using an impact-effort matrix. Core features for MVP were chosen based on high impact and low implementation effort.

Visual Representation of Step-3:

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

