

Ideation Phase

Brainstorm & Idea Prioritization

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| Date | 15 April 2025 |
| Team ID | |
| Project Name | SB Foods - Food Ordering App |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization:

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

Team Members Present:

- Mayank Yadav (UI/UX Designer)
- Ketak Singh (Backend Developer)
- Ramaditya Chaudhary (Frontend Developer)
- Yash Dhanaji Powar (Database Developer)

Collaboration Tools Used:

- Google Meet
- Github

Selected Problem Statement:

How can we create a cohesive food ordering platform that effectively meets the diverse needs of customers, administrators, and restaurant partners, ensuring usability, efficient content management, and prompt order processing?

Step-2: Brainstorm, Idea Listing and Grouping

Raw Ideas Generated:

- Real-time order tracking for customers and restaurants
- Search bar
- Admin dashboard with live data and full control
- Menu management with instant updates for restaurants
- Personalized restaurant recommendations
- In-app notifications for order status
- Secure payment gateway integration
- Automated promotional offers

Grouping of Ideas:

- **Customer Experience:** Real-time tracking, search bar
- **Admin Efficiency:** Live data dashboard, automated promotions
- **Restaurant Partner Tools:** Instant menu updates, order management, profile customization
- **Platform Security:** Secure payments, data privacy, role-based access

Step-3: Idea Prioritization

Prioritization Criteria:

- User Impact
- Technical Feasibility
- Business Value
- Implementation Effort

Summary

- Team collaborated using digital tools to identify the core problem.
- Brainstormed a wide range of ideas and grouped them by user type and platform area.
- Prioritized ideas based on impact, feasibility, and value, focusing on features that deliver the most benefit with reasonable effort.