



Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

00 minutes

Tip  
You can write multiple ideas on sticky notes and then cluster them together to find patterns.

Person 1  
Idea 1: Create a mobile app for tracking food intake.  
Idea 2: Develop a web portal for meal planning.  
Idea 3: Design a smart scale that syncs with a health app.  
Idea 4: Implement a recipe generator based on dietary preferences.

Person 2  
Idea 5: Introduce a community forum for sharing recipes.  
Idea 6: Create a meal kit delivery service.  
Idea 7: Develop a grocery list optimizer.

Person 3  
Idea 8: Implement a calorie counter with barcode scanning.  
Idea 9: Create a meal planner with calendar integration.  
Idea 10: Design a food waste tracker.

Person 4  
Idea 11: Develop a nutrition facts aggregator.  
Idea 12: Create a food diary with mood tracking.  
Idea 13: Implement a food safety reminder system.  
Idea 14: Design a meal prep timer.

Idea 15: Create a food blog with recipe videos.

3

Group ideas

Take your sticky notes and cluster related ideas together. Once all sticky notes have been grouped, give each cluster a sentence-like label. It is crucial to label your clusters clearly, by and one. If you are a bit unsure, it is okay to label subgroups.

00 minutes

Tip  
You can use different colors for each cluster to make it easier to distinguish between them.

Cluster 1: Meal Planning & Tracking  
Cluster 2: Food Intake Monitoring  
Cluster 3: Recipe Management  
Cluster 4: Community & Sharing  
Cluster 5: Grocery & Shopping  
Cluster 6: Nutrition & Health  
Cluster 7: Food Safety & Waste  
Cluster 8: Food Diaries & Mood  
Cluster 9: Food Blogs & Media  
Cluster 10: Meal Prep & Timing

Step-3: Idea Prioritization

1

## 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 intuition to decide if an idea seems worth adding to the grid. The moderator can facilitate the team by asking the team whether adding the idea is truly a priority.

