

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS66291
Project Name	Civil Engineering Insight Studio
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.

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

The first panel, titled "Template", contains the title "Brainstorm & idea prioritization for Flavour Fusion". It includes a brief description: "Use this brainstorming session to identify challenges faced in recipe blogging and explore how Generative AI can automate recipe generation. You will learn how to define a clear problem statement and select the most impactful solution idea for development." It specifies "15 minutes to prepare", "3 team members", and "4 user members".

The second panel, titled "Before Team Discussion", lists preparation steps: "Brainstorming" (An open discussion where team members share ideas), "Set the goal" (Define what recipe blog writing is time-consuming and repetitive), and "Your Definition" (Screen for UI and Screen Read User needs for AI generation). It includes a timer icon for "10 minutes".

The third panel, titled "Define your problem statement", asks "What problem are we solving?". It provides an example: "How can we use Generative AI to automatically generate structured and customizable recipe blogs for users?". It includes a timer icon for "5 minutes".

Step-2: Brainstorm, Idea Listing and Grouping

The left panel, titled "Brainstorm", lists ideas for "Person 1" and "Person 2". Person 1 ideas include "Generate recipe blog from blog", "User selects word cloud", "Structure recipe ingredients sheet", "Replace ingredient with AI", and "Generate AI interface". Person 2 ideas include "User screen fetch like model", "AI automatically generates recipe", "Add AI-generated tags", "Programmatic parameter selection", "Copy-to-expansion feature", "Save recipe in PDF format", and "Multi-language support".

The right panel, titled "Group Ideas", shows a matrix of grouped ideas. The columns are "Core Application" (Recipe topic input, Word count selection, Structured recipe output), "AI Integration" (Genie's Flash Lite API, Prompt design, Parameter tuning), "User Experience" (Clean UI, Fast response time, Easy readability), and "Future Enhancements" (Multi-language support, Image generation, User accounts).

Step-3: Idea Prioritization

1 Feature Prioritization (Importance vs Feasibility)

⌚ 30 minutes

Importance
+ -

Feasibility
+ -

Share the template
Download the template to use it with your team or add it to your workspace.

Export the result
Share the prioritized feature list as a PDF or use the sheet to create a backlog in Jira.

Keep moving forward

- Feature blueprint
Create a feature blueprint to share with stakeholders.
- Customer experience journey map
Analyze customer needs and behaviors to inform product decisions.
- Design, architecture, opportunities & threats
Plan for potential risks, opportunities, and dependencies.

After you collaborate

You can export the result as an image or PDF to share with members of your company who might find it useful.