

Ideation Phase

Brainstorm & Idea Prioritization

Date	11 February 2026
Team ID	LTVIP2026TMIDS34355
Project Name	Flavour Fusion: AI-driven Recipe Blogging
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

The Brainstorming phase was conducted to explore various technical solutions for the identified problem. We utilized 'Idea Clustering' to group concepts into categories like Manual, Static, and AI-based solutions. To select the best approach, we applied a 'Prioritization Grid,' evaluating each idea based on Feasibility and User Impact. This structured analysis helped us discard low-value options and identify the 'AI-Driven Recipe Generator' as the most effective and scalable solution.

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



Brainstorm & idea prioritization

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.

PROBLEM

How might we help food bloggers and home cooks generate creative, structured, and SEO-friendly recipe content instantly without spending hours writing?

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

2 Brainstorm

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

⌚ 10 minutes

TIP
Take one selected sticky note and move it to a cluster. Then shade it with other shading.

3 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
All indexable tags or serving them to the group in their original order will make it easier to identify them.

PERSON 1

Create a static website with a list of top 100 recipes.	Hire freelance writers to write blogs for us.		
Use AI to generate a full blog post just from the dish name.	Build an app that listens to voice while cooking and converts it to text.		

PERSON 2

A tool to scan Food photos and guess the recipe.	Create a community forum where users share their own recipes manually.	A chatbot that gives cooking tips only.	
A simple 'Fill-in-the-blanks' template for recipes.			

Manual & Static Solutions

Create a static website with a list of top 100 recipes.	Hire freelance writers to write blogs for us.	Create a community forum where users share their own recipes manually.
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Advanced / Complex Tech

A tool to scan Food photos and guess the recipe.	Voice-to-text cooking recorder.
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Generative AI Solutions

★ Use AI to generate a full blog post just from the dish name.	A chatbot that gives cooking tips only.	A simple 'Fill-in-the-blanks' template for recipes.
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Step-3: Idea Prioritization

4 Prioritize

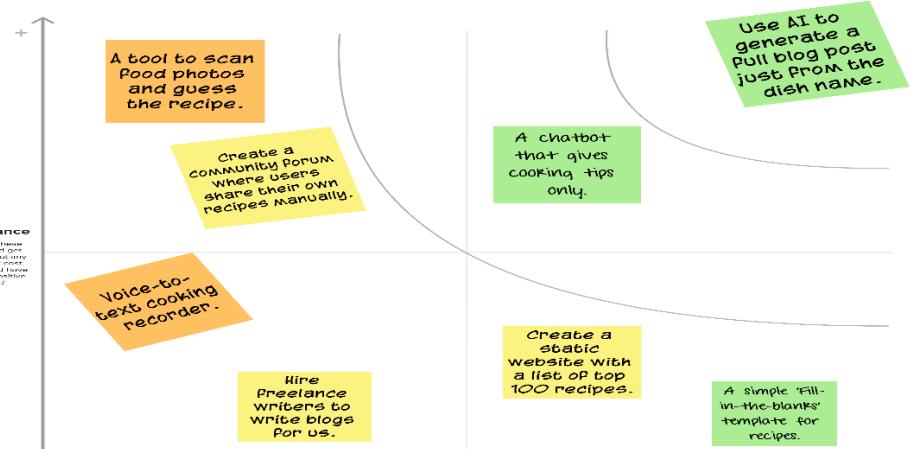
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP
Participants can use their cursors to point at where they want to move a note on the grid. The facilitator can move the note by pressing the laser pointer buttoning the H key on the keyboard.

Importance
It's hard to tell the difference between two items that would have the same importance.

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



The grid plots ideas based on Importance (Y-axis) and Feasibility (X-axis). Ideas are color-coded: orange (top-left), yellow (center), green (top-right), and blue (bottom-right).

- Orange box: A tool to scan Food photos and guess the recipe.
- Yellow box: Create a community forum where users share their own recipes manually.
- Green box: Use AI to generate a full blog post just from the dish name.
- Green box: A chatbot that gives cooking tips only.
- Blue box: Create a static website with a list of top 100 recipes.
- Blue box: A simple 'Fill-in-the-blanks' template for recipes.
- Yellow box: Hire freelance writers to write blogs for us.
- Orange box: Voice-to-text cooking recorder.