

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
You can reuse a sticky note as often as you like. You are not limited to sticky notes for ideas. You can also use a whiteboard or a flipchart.

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.			

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 participants can use their cards to point at which sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

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
All participants can use their cards to point at which sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance
If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

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

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