Ideation Phase
Brainstorm & Idea Prioritization

Date	1 February 2026
Team ID	LTVIP2026TMIDS24657
Project Name	Flavour Fusion: AI-Driven Recipe Blogging
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Project: Flavour Fusion: AI-Driven Recipe Blogging

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

Team Collaboration Process

The team conducted a structured brainstorming discussion to identify practical applications of Generative AI. Each member proposed domains where content generation could create measurable value.

Discussion Areas Explored:

- AI-based academic content generator
- AI travel itinerary planner
- AI fitness plan creator
- AI recipe blog generator
- AI story writing assistant

After evaluating feasibility, implementation complexity, and available APIs, the team selected a domain that:
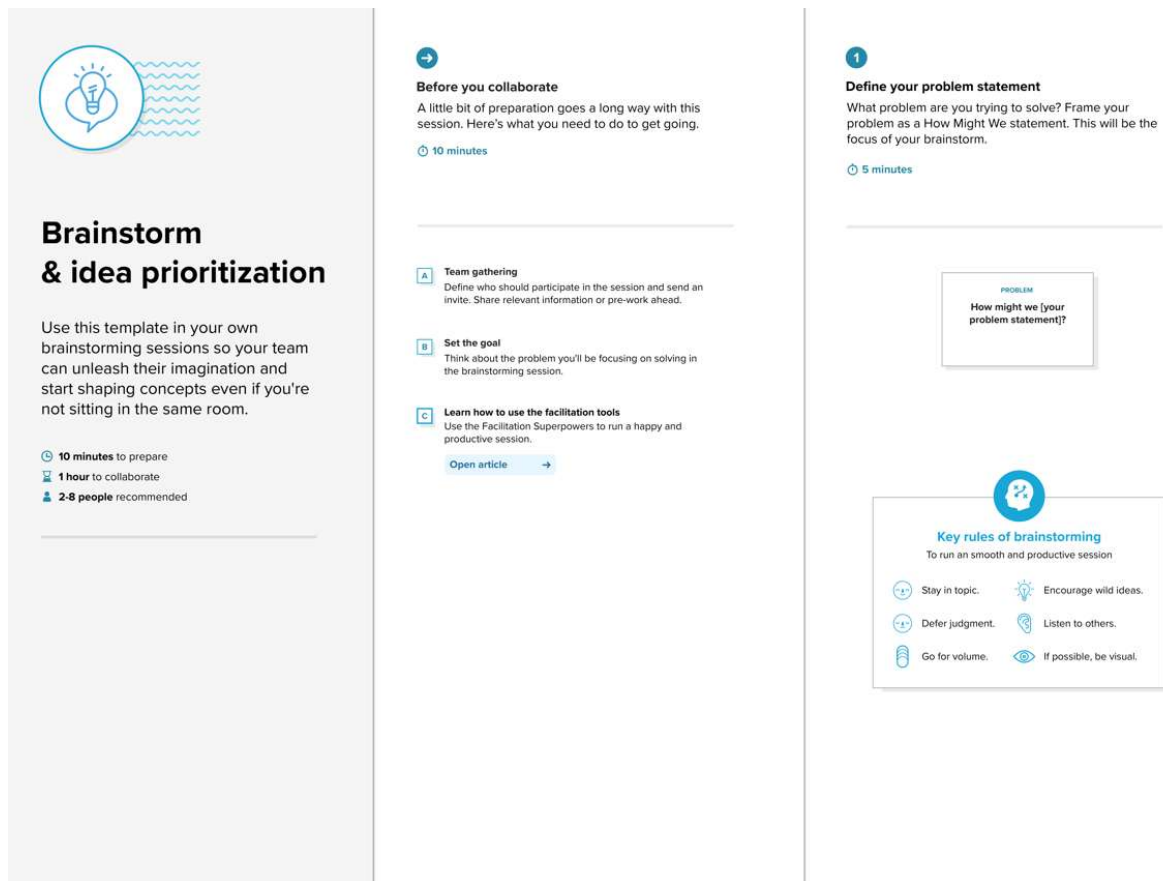
1. Allows structured content generation.
2. Demonstrates clear AI capability.
3. Is easy to evaluate and test.
4. Has practical real-world relevance.

Final Problem Statement

Problem:
Food bloggers and content creators spend significant time writing structured recipe blog posts including titles, introductions, ingredient lists, and instructions. Manual creation is repetitive and time-consuming.

Selected Solution: Develop an AI-powered web application that automatically generates structured recipe blog posts based on user input using Google Gemini.

Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
⏱ 10 minutes

A. Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B. Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C. Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
Open article →

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.
⏱ 5 minutes

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.
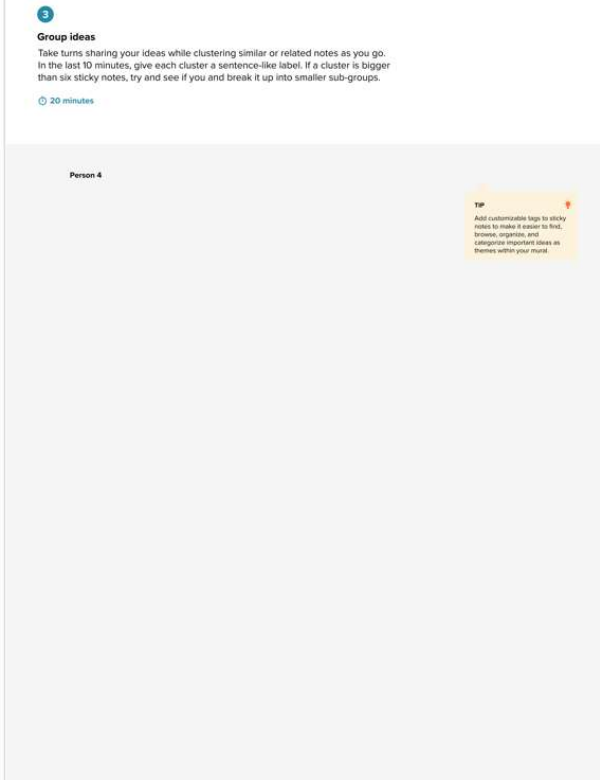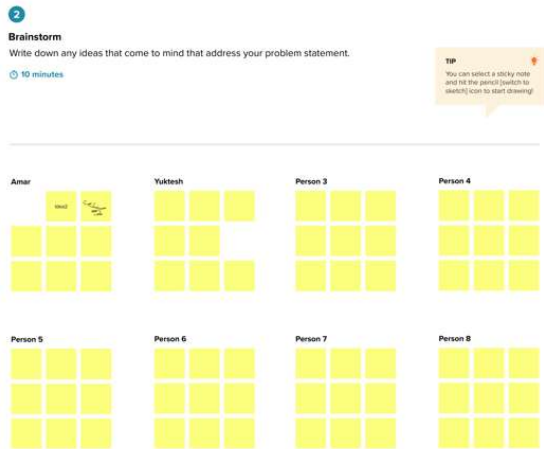
Step-2: Brainstorm, Idea Listing and Grouping

During ideation, multiple feature ideas were generated. The focus was on quantity first, filtering later.

Idea Listing

Raw Ideas Generated:

- Generate recipe title automatically
- Include ingredients list
- Provide step-by-step cooking instructions
- Add storytelling-style introduction
- Word count control
- Download as PDF
- Download as Markdown
- Add AI-generated images
- Multi-language support
- Random cooking tips
- Display cooking time estimate
- Add nutrition information
- Add programming joke during loading

- User authentication

- Save previous recipes

- Dark mode UI

Step-3: Idea Prioritization

A prioritization matrix was applied using two factors:

- Impact (Value to user)

- Effort (Development complexity)

High Impact – Low Effort (Selected for Implementation)

These were implemented in Flavor Fusion:

1. AI-generated recipe structure

2. Word count control

3. Markdown download

4. Streamlit interactive UI

5. Programming joke during loading

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

♡

Importance

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

TIP 📍

Participants can use their cursors to point at where 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.

⚑

Feasibility

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