

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	20 October 2023
Team ID	NM2023TMID03944
Project Name	FOOD TRACKING SYSTEM
Maximum Marks	4 Marks




Brainstorm & Idea Prioritization:

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


BLOCKCHAIN PROJECT



Brainstorm & idea prioritization


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

Project Title:
FOOD
TRACKING
SYSTEM



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


FOOD TRACKING SYSTEM





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.



Need some inspiration?

See a finished version of the template to kickstart your work.

[Open example](#) →

[illegible]

4 Prioritize

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

🕒 20 minutes

The diagram shows a 2x2 matrix with two axes:

- Vertical Axis (Importance):** Labeled "Importance" at the bottom. It has a "+" sign at the top and a "-" sign at the bottom. A note next to it says: "If one of these factors could get above without any difficulty or cost, select instead based on how quickly you can get it."
- Horizontal Axis (Feasibility):** Labeled "Feasibility" on the right. It has a "+" sign at the right end and a "-" sign at the left end. A note next to it says: "If one of these factors could get below without any difficulty or cost, select instead based on how quickly you can get it."

Two yellow boxes represent different categories of ideas:

- Risk Assessment:** Located in the top-right quadrant (High Importance, High Feasibility).
- Priority Stakeholders:** Located in the bottom-left quadrant (Low Importance, Low Feasibility).

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

Add a sentence to each sticky to identify who the topic is related to (e.g., John, Jane, organization, or customer segment) to help you track who is responsible for what.

Challenges

1. Blockchain Adoption Hurdles:

- Explore the various challenges and obstacles that businesses and stakeholders may face when adopting blockchain technology for food tracking. Discuss potential solutions to overcome these challenges.

2. Data Security and Privacy Concerns:

- Investigate the critical issues surrounding data security and privacy within a blockchain-based system. Brainstorm strategies to ensure data protection while maintaining transparency.

3. Regulatory Compliance:

- Examine the complex landscape of food safety regulations and standards and discuss the challenges of ensuring compliance within the framework of the food tracking system. Consider how blockchain can assist in meeting these requirements.

Future:

1. Emerging Technologies Integration:

- Brainstorm ideas for incorporating emerging technologies like artificial intelligence (AI), the Internet of Things (IoT), and machine learning into the future development of the food tracking system. Discuss the potential benefits of these integrations.

2. Global Expansion and Standardization:

- Discuss the possibilities of expanding the system globally and creating standardized protocols for food tracking using blockchain. Consider how international cooperation can be fostered.

3. Evolving Consumer Expectations:

- Anticipate how consumer expectations related to food tracking and transparency may evolve in the future. Brainstorm strategies for adapting the system to meet these changing demands.

Benefits:

1. Consumer Empowerment and Trust:

- Explore the various ways in which consumers can benefit from the food tracking system, including increased empowerment, trust in the food supply chain, and the ability to make informed purchasing decisions.

2. Supply Chain Efficiency and Sustainability:

- Discuss how the system can bring efficiency to the food supply chain, reducing waste, optimizing logistics, and contributing to sustainability goals. Examine potential cost savings for businesses.

3. Business Competitiveness and Brand Reputation:

- Brainstorm the benefits of the system for businesses, including the ability to gain a competitive advantage, enhance brand reputation, and build stronger relationships with consumers.