

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	31 January 2025
Team ID	LTVIP2025TMID49371
Project Name	Comprehensive Analysis & Dietary Strategies
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

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



## 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](#) →

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#### 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

2

### Brainstorm

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

🕒 10 minutes

**TIP**  
You can select a sticky note and hit the select switch to select it soon to start drawing!

#### Person 1

Healthy, quick meal recipes for students

Nutrition-tracking mobile app

Discounted healthy food vendors near campus

#### Person 2

Mess food improvement suggestions

Healthy snacks vending machine in hostels

Diet-awareness workshops

#### Person 3

Student meal delivery partnerships

Budget-friendly grocery pack

Mess food improvement suggestions

#### Person 4

Mindful eating stress-reduction programs

Collab with dieticians for student-specific advice

"Nutrition on a Budget" student challenge

## Grouping:

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### 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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Weekly food feedback voting system by students

Allergy-friendly food zones in canteen

Affordable meal subscription plans

Interactive nutrition labeling in mess menu

On-campus organic kitchen garden

Smart tray system to reduce food waste in mess

Hydration reminder app linked with mess schedules

Student-run weekend farmers' market

Plant-based meal options in the cafeteria

Zero-waste cooking workshops

Food diary challenges with peer reviews

Pre-packed lunch pickup counters

### 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 click or when 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.

