

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	03 November 2023
Team ID	NM2023TMID00175
Project Name	PROJECT- INDIAN FOOD EDA
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.


Reference: <https://www.mural.co/templates/empathy-map-canvas>


### 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



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 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

You can select a sticky note and hit the pencil (switch to sketch) (on to start drawing)

Rana Pratap Rao

Pratik Kumar Jha

Sumit Kumar

Ajay Kumar Sahni

How does the visualization help to read the patterns?

What is the objective of the analysis project?

What data sources are available and needed for this analysis?

What potential challenges or limitations should be addressed?

Does this analysis part work potentially similar for Indians or Foreigners?

What insights or patterns are expected to emerge from the analysis?

What are the ways to achieve the highest accuracy possible?

This analysis is getting focus on the what the specific cuisine in India or not?

What actions will be taken based on the analysis results?

How will the results be communicated and shared with stakeholders?

What are the need for this analysis if the vedas had already insights about it?

What visualizations or reports are most effective for communicating the results?

How accurate and detailed it is going to be as India has numerous numbers of cuisine?

What patterns we should look after once the analysis is getting completed?

What is the timeline and project plan for completing the analysis?

What are the distinctive flavors and ingredients associated with various regional cuisines?

What are the key performance indicators (KPIs) or metrics that need to be analyzed?

What are the need of cuisine analysis and this will really helpful or not?

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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 they're within your mind.

Analyze the effects on athletes?

Analyze the most commonly used ingredients in Indian cuisine.

Highlight the nutritional differences between vegetarian and non-vegetarian options.

Examine the variations in Indian cuisine across different regions?

Conduct a nutritional analysis of common Indian dishes

Investigate the sourcing of ingredients and their environmental impact?

Investigate the impact of consumer feedback on the popularity of Indian restaurants?

## Step-3: Idea Prioritization

