

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 october20223
Team ID	NM2023TMID02112
Project Name	Food Tracking System
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.

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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 to the point (stick to what) can to start drawing!

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
Add a sentence-like label to sticky notes to make it easier to track, organize, organize, and categorize related ideas as they arise within your team.

R.P.Archana

In the contemporary world, there exists a growing concern regarding individual health.

While people aspire to maintain a healthy lifestyle, many face challenges

With the proliferation of fast-paced lifestyles, there exists a multitude of food choices, individuals often struggle

As a result, there is an increasing need for a robust and user-friendly food tracking system

R.Sreepriya

empowering them to make informed decisions about their dietary choices

Existing food tracking applications often lack the capacity to deliver a holistic view of nutritional content

current market lacks a comprehensive, intuitive, and accessible solution that allows users to effortlessly log

personalized recommendations tailored to individual health goals and dietary preferences.

P.C.Benisha MOL

limited availability of real-time nutritional information further compound the challenge of maintaining a consistent

the need of the hour is a state-of-the-art food tracking system that leverages advanced technologies

data analytics, and user-centric design to offer a comprehensive platform for users to effortlessly track,

analyze, and optimize their dietary choices. This system should not only enable users to monitor

A .Mohammed Rishan

macronutrient distribution, and micronutrient consumption but also provide personalized insights

goal-oriented feedback to foster sustainable and healthy eating habits. By addressing these challenges

aims to revolutionize the way individuals perceive and manage their dietary patterns, leading to improved overall health

FoodTrack is an innovative food tracking system designed to empower individuals to monitor their dietary habits and promote healthier lifestyles.

R.P.Archana

Integrating user-friendly mobile applications and a comprehensive database

FoodTrack facilitates proactive health management by fostering awareness of dietary patterns .

With its intuitive interface and robust data management capabilities,

R.Sreepriya

Determine the key objectives of your food tracking system.

Plan the core features such as food logging, calorie tracking, and nutritional information lookup.

Design a database to store information about food items, user profiles, and user activity.

Implement a secure user authentication system to protect users' data and privacy.

P.C.Benisha Mol

Integrate an extensive food database to provide accurate nutritional information.

Create visual representations of users' progress toward their goals.

Consider using APIs like the USDA FoodData Central API or similar reliable sources.

Generate graphs or charts displaying calorie intake, nutrient distribution, and more

A.Mohammed Rishan

Develop a user-friendly and intuitive mobile app and/or web application.

Implement reminder functionalities to help users track their meals regularly.

Ensure the system is responsive and accessible across different devices and platforms.

Conduct extensive testing to identify and fix any bugs or issues.

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 markers to point at where sticky notes should go on the grid. The facilitator can coordinate the group by using the lower number (bottom) the 4-6 on the 4-6 grid.

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

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

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personalized recommendations tailored to individual health goals and dietary preferences.

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