IDEATION PHASE

Date	24 June 2025
Team ID	LTVIP2025TMID31177
Project Name	To Supply Leftover Food to Poor

The ideation phase is the most crucial part of the design thinking process, where creativity, empathy, and structured thinking combine to find meaningful and impactful solutions. In our project, **"To Supply Leftover Food to Poor"**

The aim was to bridge the gap between food surplus and food scarcity by developing a sustainable and scalable system that connects food donors with people in need. The ideation phase included three main steps:

1. Brainstorming

2. Empathy Mapping

3. Problem Statement Formulation

Brainstorming

Brainstorming is a creative thinking activity where team members come together to freely share as many ideas as possible. The goal is to think of all potential solutions without judging whether the ideas are practical or not — that comes later.
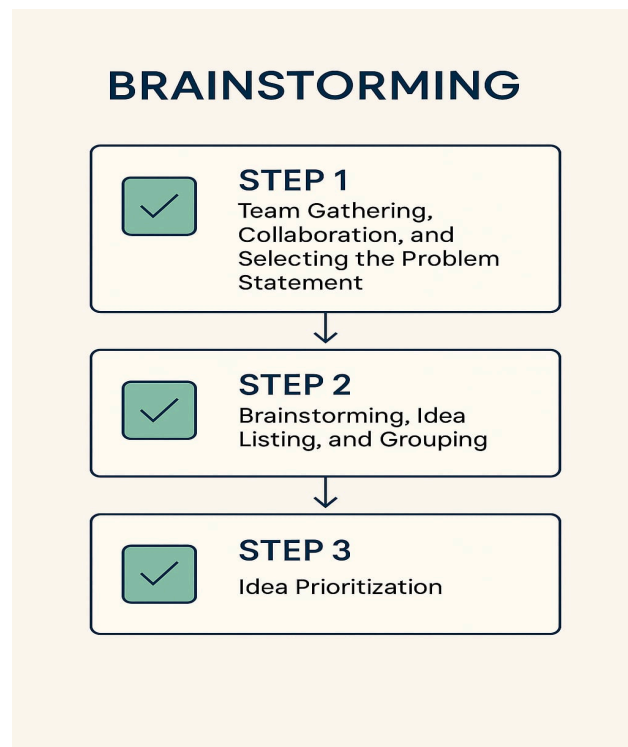
Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

This is the foundation of the entire project. Before launching any solution, it's crucial to bring the right people together and define the problem clearly.

◆ **Team Gathering**

- **Build a core team** with people who are passionate about social impact.

- Include **diverse roles**: volunteers, logistics coordinators, tech developers (if using an app), NGO partners, and community leaders.

- Assign responsibilities early to avoid confusion later.

◆ **Collaboration**

- Conduct **brainstorming sessions** to encourage open idea sharing.

- Use tools like whiteboards, sticky notes, or online tools (e.g., Miro, Jamboard).

- Foster a team culture based on communication, trust, and shared purpose.

◆ **Define the Problem Statement**

- Identify **key challenges**, such as:

    ○ Food wastage from restaurants, homes, or events.

    ○ Lack of proper food collection and delivery systems.

    ○ Awareness gaps between donors and distributors.

Outcome of Step 1

By the end of this step, our team should:

- Be fully formed and ready to work.
- Have clear roles and good communication between us.
- The main problem (food waste and hunger) is clearly defined.
- **Common goals** are set for short-term and long-term impact.

Step 2: Brainstorm, Idea Listing, and Grouping

This step is about generating and organizing creative ideas to solve the problem of food wastage and hunger using the team built in Step 1.

- **Brainstorming**

  - The team meets and freely shares **all possible ideas** related to collecting and distributing leftover food.

  - No idea is rejected at this stage—encourage **open thinking**.

- **Idea Listing**

  - Write down all the ideas from the brainstorming session **clearly and visibly**.

  - This could be done in a shared document, on a board, or digital workspace.

- **Grouping Ideas**

  - Organize similar ideas into categories after brainstorming.

  - Makes it easier to review, compare, and plan.

  - Helps avoid repeated or overlapping ideas.

  - Common groups include: Technology, Volunteers, Food Safety, Partnerships, Awareness.

  - Prepares the team for the next step: prioritizing the best ideas.

Outcome of Step 2

- Many **creative ideas** have been collected.

- Ideas are **grouped into clear categories**.

- The team is ready to **choose the best ideas** to develop into a working plan.

Step 3: Idea Prioritization

In this step, the team reviews all the ideas generated during brainstorming and selects the **most practical, cost-effective, and impactful** ones to begin with. The aim is to focus on solutions that are easy to implement with available time, people, and resources.

Prioritization Criteria

The team evaluated each idea based on:

- **Ease of Implementation** – Can it be done quickly and simply?

- **Cost** – Is it affordable or free?

- **Impact** – Will it help feed more people and reduce food waste?

- **Resources** – Do we already have what we need (volunteers, tools, partners)?

- **Time Required** – Can it be done within a short time frame?

Outcomes of Step 3

- Best and most practical ideas are selected.

- Team has a clear focus on where to start.

- Resources are used wisely and effectively.

- A simple action plan is ready.

- Team is prepared to begin implementation.