**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID48418 |
| Project Name | A College Food Choices Case Study |
| 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/brainstorm-and-idea-prioritization>

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

Graphical user interface, application

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* **Objective**: Get the team together to collaborate and **identify a key problem**.
* **Purpose**: Ensures everyone is aligned and that a meaningful, well-scoped challenge is selected before ideation begins.
* **Usage in Your Project**:
  + Your selected problem: **Automated classification of pollen grains** is a valid, real-world problem spanning multiple domains like healthcare, environment, and agriculture.

**Step-2: Brainstorm, Idea Listing and Grouping**

Graphical user interface, treemap chart

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* **Objective**: Encourage **free thinking**, collect a **diverse range of ideas**, and **group similar ideas** to form structured categories.
* **Best Practices**:
  + No judgment of ideas initially
  + Aim for quantity first, then quality
  + Visual or written clustering of related ideas
* **Usage in Your Project**:
  + You might have brainstormed:
    - Using CNN for image classification
    - Data augmentation for image variability
    - Flask for building a web interface
    - Applying it to allergy detection, biodiversity, or agriculture

**Step-3: Idea Prioritization**

**Diagram

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**Objective**: From the pool of brainstormed ideas, **choose the most viable and impactful** ones for execution.

**Techniques to use**:

* Impact vs. Effort Matrix
* MoSCoW (Must have, Should have, Could have, Won’t have)
* Dot Voting (team votes on top ideas)

**Usage in Your Project**:

* **Prioritized ideas** might include:
  + Build a CNN model using Keras (high impact, feasible)
  + Use Flask over heavier frameworks like Django (lightweight and suitable)
  + Focus on environmental monitoring use case initially