

IDEATION PHASE

Brainstorm & Idea Prioritization

Date	27 June 2025
Team ID	LTVIP2025TMID38851
Project Name	TO SUPPLY LEFTOVER FOOD TO POOR

The ideation phase is a stage in problem-solving or project development where creative ideas are generated to address a specific problem or need.

In our project, **“To Supply Leftover Food to Poor”** our main aim is to collect safe, surplus food from donors and efficiently distribute it to the poor, reducing food waste and hunger in the community.

Brainstorming

Brainstorming is a creative thinking activity where team members come together to freely share as many ideas as possible. At this stage, no idea is too big or too small. The main goal is to explore all possibilities around the challenge: Redistribution of surplus food to the underprivileged.

- **Food Donation Matching System:** Automatically match surplus food sources with nearby NGOs based on quantity, distance, and category (veg/non-veg/snack).
- **Real-Time Volunteer Alerts:** Notify volunteers in a radius when surplus food is ready for pickup.
- **NGO Rating System:** Enable NGOs to rate the quality and timeliness of donations.
- **Mobile Check-In for Drop-Offs:** Allow volunteers to scan a QR code when dropping food to confirm delivery.
- **Geo-Tagged Reports:** Map view of daily food collection and drop-off activity.

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

This step forms the bedrock of the project. Before building any solution, it's essential to assemble the right team and develop a shared understanding of the problem we aim to solve.

◆ Team Gathering

Start by creating a dedicated core team driven by the desire to make a social impact.

- Bring together individuals from varied backgrounds such as:
 - **Volunteers**
 - **NGO representatives**
 - **Logistics coordinators**
 - **Community advocates**
 - **Technical developers** (if leveraging a digital platform)
- Clearly assign responsibilities from the outset to avoid miscommunication or role overlaps during execution.

◆ **Fostering Collaboration**

Promote an environment where everyone feels empowered to share ideas freely.

- Organize interactive brainstorming sessions using:
 - **Physical tools** (e.g., sticky notes, whiteboards)
 - **Digital tools** (e.g., Miro, Google Jamboard, Trello)
- Build a team culture rooted in:
 - Open communication
 - Trust
 - A unified sense of purpose

◆ **Define the Problem Statement**

Together, analyze and pinpoint the major challenges the project will address, such as:

- Large quantities of surplus food going to waste at events, restaurants, or households.
- Absence of an organized collection and distribution system.
- Lack of awareness and coordination between food donors and NGOs or volunteers.

Outcome of Step 1

By the conclusion of this step, the team should:

- Be fully assembled with defined roles and responsibilities.
- Have established smooth channels for communication and collaboration.
- Clearly understand the central issue: **food wastage and hunger**.
- Align on shared goals for both **immediate actions** and **long-term impact**.

Step-2: Brainstorm, Idea Listing and Grouping

After forming the team and defining the core problem, the next step is to dive into solution generation. This is where creative ideas emerge to address the challenges identified in Step 1.

◆ Brainstorming

- Conduct open, non-judgmental idea sessions.
- Encourage wild, creative ideas from all team members.

◆ 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

- Makes it easier to review, compare, and plan.
- Helps avoid repeated or overlapping ideas.
- Common groups include: Technology, Volunteers, Food Safety, Partnerships, Awareness.

Outcome of Step 2

- A wide list of ideas generated
- All ideas grouped by functionality
- Ready for prioritization in Step 3

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 resource.

Prioritization Criteria

- Impact – Solves a key problem effectively
- Effort – Easy or hard to implement
- Time – Quick to build or time-consuming
- Cost – Low-cost or resource-heavy
- User Benefit – Helps NGOs, volunteers, donors
- Scalability – Can grow with more users/locations
- Innovation – Brings a fresh or better approach

Outcomes of Step 3

- Top ideas identified for immediate implementation
- High-effort items scheduled for later phases
- Clarity on project roadmap and MVP features