FitFlex: Your Personal Fitness Companion
Ideation Phase
Brainstorm & Idea Prioritization

Date	31 January 2025
Team ID	SWTID1741252857156345
Project Name	Fitflex
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

Step-2: Brainstorm, Idea Listing and Grouping

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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] icon to start drawing!

Person 1

Users can log their workouts, steps, calories, and exercise routines.

Person 2

Allow users to set fitness goals and monitor their progress.

Person 3

Fetch real-time data from third-party fitness APIs like Fitbit or Apple Health.

Person 4

Users can share achievements and challenge friends to workouts.

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 and 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 themes within your mural.

Activity & Goal Tracking

Integration & Data Syncing

Community & Motivation
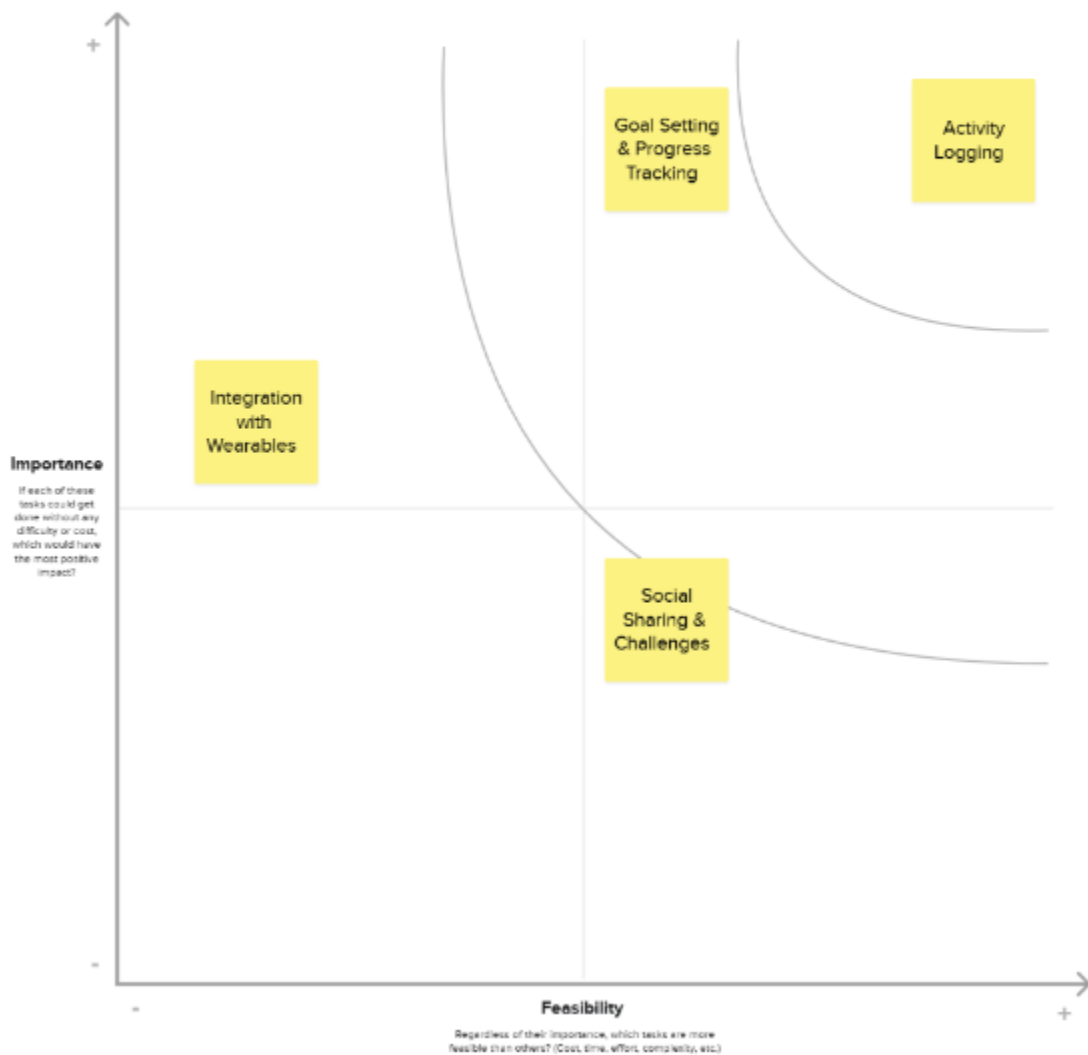
Step-3: Idea Prioritization

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

Goal Setting & Progress Tracking

Activity Logging

Integration with Wearables

Importance

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

Social Sharing & Challenges

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)