

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 October 2023
Team ID	NM2023TMID10682
Project Name	FOOD TRACKING SYSTEM
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

BLOCKCHAIN PROJECT



Brainstorm & idea prioritization

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

Project Title:
FOOD TRACKING SYSTEM

➔

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.

[Open article](#) ➔

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

FOOD TRACKING SYSTEM



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.



Need some inspiration?

See a finished version of the template to kickstart your work.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping:

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Sanjay kumar V

Blockchain is a distributed ledger technology that can be used to create a secure and transparent record of transactions.

Blockchain can be used to create a secure and transparent record of transactions.

Blockchain can be used to create a secure and transparent record of transactions.

Yogasastha K

Blockchain is a distributed ledger technology that can be used to create a secure and transparent record of transactions.

Blockchain can be used to create a secure and transparent record of transactions.

Blockchain can be used to create a secure and transparent record of transactions.

Karthik K

Blockchain is a distributed ledger technology that can be used to create a secure and transparent record of transactions.

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Blockchain can be used to create a secure and transparent record of transactions.

Santhosh kumar R

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Blockchain can be used to create a secure and transparent record of transactions.

Ajay N

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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

Challenges

1. Blockchain Adoption Hurdles:

- Explore the various challenges and obstacles that businesses and stakeholders may face when adopting blockchain technology for food tracking. Discuss potential solutions to overcome these challenges.

2. Data Security and Privacy Concerns:

- Investigate the critical issues surrounding data security and privacy within a blockchain-based system. Brainstorm strategies to ensure data protection while maintaining transparency.

3. Regulatory Compliance:

- Examine the complex landscape of food safety regulations and standards and discuss the challenges of ensuring compliance within the framework of the food tracking system. Consider how blockchain can assist in meeting these requirements.

Future:

1. Emerging Technologies Integration:

- Brainstorm ideas for integrating emerging technologies like artificial intelligence (AI), the Internet of Things (IoT), and machine learning into the future development of the food tracking system. Discuss the potential benefits of these integrations.

2. Global Expansion and Standardization:

- Discuss the possibilities of expanding the system globally and creating standardized protocols for food tracking using blockchain. Consider how international cooperation can be fostered.

3. Evolving Consumer Expectations:

- Anticipate how consumer expectations related to food tracking and transparency may evolve in the future. Brainstorm strategies for adapting the system to meet these changing demands.

Benefits:

1. Consumer Empowerment and Trust:

- Explore the various ways in which consumers can benefit from the food tracking system, including increased empowerment, trust in the food supply chain, and the ability to make informed purchasing decisions.

2. Supply Chain Efficiency and Sustainability:

- Discuss how the system can bring efficiency to the food supply chain, reducing waste, optimizing logistics, and contributing to sustainability goals. Examine potential cost savings for businesses.

3. Business Competitiveness and Brand Reputation:

- Brainstorm the benefits of the system for businesses, including the ability to gain a competitive advantage, enhance brand reputation, and build stronger relationships with consumers.

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Step-3: Idea Prioritization:

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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

TP

As a group, you can use this canvas to place all relevant sticky notes on the grid. The facilitator can confirm the need for using the best possible holding the it key on the keyboard.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint

Outline the components of a new idea or strategy.

Open the template →

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

Share template feedback

Importance

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

Feasibility

Regardless of their importance, which ideas are more feasible to achieve? (Cost, time, effort, complexity, etc.)

Risk Assessment

Market Feasibility

Technical Feasibility

Mitigation of Key Risks

Priority Stakeholders

Resource Availability

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