

Ideation Phase

Empathize & Discover


Date	18 October 2022
Team ID	Team-592388
Project	Restaurant Recommendation System
Maximum Marks	4 Marks

Brainstorm and Idea Prioritization Template:

A "Brainstorm and Idea Prioritization Template" tailored to our restaurant recommendation system project is a structured framework designed to ignite creativity and organize thoughts. It provides a dedicated space to ideate and brainstorm various aspects crucial to our system, from user experience enhancements to algorithm optimization. Moreover, this template facilitates the critical process of idea prioritization, allowing us to sift through concepts, analyze their potential impact, and ultimately channel our resources towards implementing the most promising solutions. By using this template, we aim to foster innovation and strategic decision-making, ensuring our restaurant recommendation system is finely tuned to meet the needs and preferences of our users effectively.

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


Template



Brainstorm & idea prioritization

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.


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




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

 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

 Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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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


How might we simplify and expedite the restaurant selection process for users, considering their unique preferences, dietary needs, location constraints, and budget considerations, to enhance their dining experiences and alleviate the overwhelming task of sorting through numerous options and reviews?





Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

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 button to sketch (soon to start drawing)

Oorjit

Implement collaborative filtering for personalized recommendations based on user behavior and preferences.

Integrate a user profile system to gather dining history, dietary restrictions, and preferred cuisines.

Madhavan

Utilize natural language processing to analyze and categorize user reviews for better understanding of restaurant quality.

Incorporate a location-based recommendation engine to suggest nearby restaurants based on user's current location.

Suniksha

Enable a rating and feedback system to allow users to provide input and improve the recommendation algorithm.

Implement a reservation feature for recommended restaurants to enhance the user experience.

Kishore

Integrate social media connectivity for users to share their dining experiences and recommendations with friends.

Utilize machine learning algorithms to predict user preferences and improve recommendations over time.

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 can break it up into smaller sub-groups.

20 minutes

TIP
Add customerbase tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they arise within your mind.

User Experience Enhancement:

- Interface design improvements for a seamless user experience.
- Gamification elements to encourage user engagement and exploration

Data Analysis and Insights:

- Analyzing user data to identify popular cuisines and dining trends.
- Utilizing sentiment analysis to gauge user satisfaction with recommended restaurants.

Algorithm Optimization:

- Experimenting with different recommendation algorithms and comparing their effectiveness.
- Fine-tuning algorithms to balance popular choices with diverse recommendations

Community and Social Engagement:

- Implementing a user community feature to discuss and share restaurant experiences.
- Encouraging users to create and share curated lists of favorite restaurants.

Integration and Partnerships:

- Forging partnerships with restaurants for exclusive deals or promotions.
- Exploring integration with third-party apps or platforms to enhance functionalities.

Machine Learning and Personalization:



- Enhancing machine learning models to better predict user preferences.
- Exploring ways to make recommendations more personalized based on real-time context.

Feedback and Iteration:

- Developing a feedback loop to gather user input and iterate on the system.
- Implementing a feature for users to rate and provide feedback on recommended restaurants.

Security and Privacy:

- Ensuring user data privacy and compliance with relevant regulations.
- Implementing security measures to protect user information and transactions.

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

