

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	27 October 2023
Team ID	NM2023TMID07581
Project Name	Indian Food EDA
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.

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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Define your problem statement

The primary objective of this project is to conduct Exploratory Data Analysis (EDA) on Indian food data.

🕒 5 minutes

PROBLEM

How might we conduct EDA on Indian food?



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 (switch to sketch) icon to start drawing!

Kaushik Vishal

Explore the flavor profiles of different Indian states and regions.

Analyze the ingredients and cooking methods of popular Indian dishes like biryani, butter chicken, dosa, and more.

Conduct a detailed analysis of the most frequently used ingredients in Indian cuisine.

Collect data from social media platforms or restaurant review websites to gauge public sentiment towards Indian dishes and restaurants.

Vishal Krishnan

Investigate the nutritional content of Indian dishes.

Investigate how food choices in India change with seasons and festivals.

Examine the prevalence of vegetarian and non-vegetarian dishes in different regions of India.

Track the popularity of Indian dishes over time.

Syed Reyhaan

Create a heatmap of India that showcases the richness levels of dishes in different regions.

Explore the historical and cultural influences on Indian cuisine.

Analyze common ingredient pairings in Indian recipes.

Rate Indian recipes by complexity.

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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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Track the popularity of Indian dishes over time.

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IDEAS

Collect data from social media platforms or restaurant review websites to gauge public sentiment towards Indian dishes and restaurants.

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.

