

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 OCTOBER 2023
Team ID	NM2023TMID04477
Project Name	How to add Google Analytics to a website

#### 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.

#### Step-1: Select the Problem Statement

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

PROBLEMS FACED IN  
EATING BIRYANI

***"Exploring the Quality Disparities and Safety Concerns in Biryani Preparation and Consumption: A Comprehensive Examination of Factors Impacting the Taste, Hygiene, and Authenticity of Biryani Across Different Regional Variations."***

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

🕒 10 minutes

THILAGAN

**\*Dum Biryani:\***  
A slow-cooked biryani, where the flavors are sealed in with a dough seal (dum) during the cooking process.

YOGESH

**\*Hyderabadi Biryani:\***  
Known for its unique cooking style, this biryani often includes marinated meat, basmati rice, and a blend of spices.

ARUN MOZHI VARMAN

**\*Classic Chicken Biryani:\***  
A timeless favorite, made with succulent chicken pieces and aromatic spices.

MANIKANDAN

**\*Mutton Biryani:\***  
A rich and hearty biryani with tender pieces of mutton or lamb.

### 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

**\*Interactive Dining Experience\***  
Offer live cooking stations where customers can watch their biryani being prepared.

**\*Biryani Loyalty Program\***  
Reward repeat customers with a loyalty program that offers discounts or free meals.

**\*Biryani Food Trucks\***  
Consider launching food trucks to bring biryani to different locations and events.

**\*Biryani Challenges\***  
Create eating challenges for those who can handle spicy food, such as "Spiciest Biryani Challenge."

## Step-3: Idea Prioritization

3

### 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

