

2.3 Brainstorming and Ideation Phase

Brainstorming and ideation for a vegetarian and non-vegetarian restaurant can be an exciting process that helps you create a unique dining experience. Here are some ideas and steps to consider during this phase:

1. Define Your Concept:

- Start by defining your restaurant's core concept. Are you aiming for fusion cuisine, a balanced menu, or something entirely different?

2. Target Audience:

- Identify your target audience. Are you catering to food enthusiasts, families, health-conscious individuals, or a specific demographic?
- 3. Menu Innovation:**
- Brainstorm innovative menu ideas that cater to both vegetarian and non-vegetarian diners. Consider dishes that blend flavors or create unique combinations.
- 4. Cultural Fusion:**
- Explore the culinary traditions of various cultures and consider how you can fuse vegetarian and non-vegetarian elements from these traditions.
- 5. Signature Dishes:**
- Develop signature dishes that showcase the creativity of your chefs and highlight the unique aspects of your restaurant.
- 6. Sustainable Sourcing:**
- Brainstorm ideas for sourcing high-quality, sustainable, and ethically produced ingredients. This could include partnerships with local farmers or sustainable seafood sources.
- 7. Inclusive Dining:**
- Consider how to create an inclusive and welcoming dining environment for both vegetarians and non-vegetarians. This could involve menu labeling, separate preparation areas, and clear communication of dietary options.
- 8. Marketing and Branding:**
- Brainstorm ideas for marketing your restaurant. Consider branding, social media strategies, and promotional events that highlight the restaurant's unique concept.
- 9. Community Engagement:**

- Think about how your restaurant can engage with the local community. This could involve hosting food-related events, workshops, or partnerships with local businesses.
- 10. **Environmental Initiatives:**
 - Explore ways to make your restaurant more environmentally friendly, such as reducing food waste, using eco-friendly packaging, or implementing energy-efficient practices.
- 11. **Special Dietary Menus:**
 - Consider offering special dietary menus, such as vegan, gluten-free, or keto, to accommodate a broader range of dietary needs.
- 12. **Staff Training:**
 - Brainstorm ideas for training your staff to be knowledgeable about the menu and to provide exceptional service to customers with diverse dietary preferences.
- 13. **Feedback Mechanism:**
 - Develop a feedback mechanism to collect input from customers, allowing you to adapt and evolve your menu and practices over time.
- 14. **Themed Events:**
 - Consider hosting themed events or food festivals that celebrate the diversity of cuisines and ingredients, both vegetarian and non-vegetarian.
- 15. **Sustainability Initiatives:**
 - Explore initiatives to minimize the restaurant's environmental impact, such as composting, reducing single-use plastics, or supporting local sustainability programs.
- 16. **Cultural Sensitivity:**
 - Be aware of cultural and dietary sensitivities and ensure your restaurant respects and accommodates them.


17. Collaborations:

- Look for opportunities to collaborate with local food producers, wineries, breweries, or culinary schools to create unique dining experiences.

Remember that the brainstorming and ideation phase should be creative, open-minded, and inclusive. Encourage diverse perspectives and expertise to ensure that your vegetarian and non-vegetarian restaurant concept is well-rounded and appealing to a broad audience.




Step-1: Team Gathering, Collaboration and Select the Ideas 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.

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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


The ongoing discussion surrounding vegetarian (veg) and non-vegetarian (non-veg) diets encompasses various concerns, including health, ethics, environmental impact, and cultural factors. The problem is to explore and address the key issues and considerations related to these dietary choices in a balanced and informed manner, taking into account the diverse perspectives and concerns of individuals, communities, and societies.


**Key rules of brainstorming**


To run a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 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!

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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 customer tags to sticky notes to make it easier to link similar, relevant, and collaborate important ideas as themes within your mural.

Focus on sweet and savory vegan baked goods and serve a range of vegan coffee beverages and teas.

Offer a menu that focuses on exotic meats such as bison, elk, or wild game, providing a unique and adventurous dining experience.

Organize cooking classes or workshops where customers can learn how to prepare vegetarian dishes and gain insights from your culinary experts.

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 cursor 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.

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**
Define 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

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