

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	15 FEB 2026
Team ID	LTVIP2026TMIDS47541
Project Name	OrderOnTheGo
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

As we brainstormed ideas for *OrderOnTheGo*, our team actively participated in sharing thoughts and suggestions. We took turns explaining each idea, while naturally grouping similar concepts together. This helped us identify common themes and structure our project better.

Once all ideas were shared, we organized the sticky notes into clusters based on their functional relevance. Each group was given a **clear, descriptive label** to reflect its core theme—like *User Flow*, *Restaurant Management*, or *Admin Features*.

This approach gave us a clear overview of our app's core modules and made it easier to move into prioritization and planning.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The screenshot shows a template for "Brainstorm & Idea Prioritization". On the left, there's a sidebar with a blue vertical bar labeled "Template". It features a lightbulb icon and the title "Brainstorm & idea prioritization". Below the title, it says: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

The main content area is divided into three columns:

- Before you collaborate**: A section with a lightbulb icon and a timer icon. It says: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a "10 minutes" timer icon.
- Define your problem statement**: A section with a lightbulb icon and a timer icon. It says: "In today's fast-paced environment, especially in large towns and rural areas, users often struggle to find a reliable and easy-to-use platform for discovering local restaurants, browsing menus, and placing food orders. Many small eateries don't have an online presence, and existing food delivery apps are either unavailable or not tailored to local needs." It includes a "5 minutes" timer icon.
- PROBLEM**: A box containing a detailed problem statement: "How might we build a seamless and responsive food ordering platform that connects users to local restaurants, allowing them to explore menus, place orders, and track their food in real-time, while also offering a dedicated portal for restaurant owners and a control panel for administrators".

At the bottom right, there's a box titled "Key rules of brainstorming" with the subtitle "To run a smooth and productive session". It lists six rules with icons:

- 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

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### Brainstorm

1. Browse restaurants by category
2. Search food by name
3. Real-time order tracking
4. Cart & checkout system
5. Feature top-rated restaurants
6. Cancel/complete orders
7. View order history
8. Restaurant login/dashboard
9. Restaurant Manage product listings
10. Restaurant order history
11. Admin Promoting best restaurants

⌚ 10 minutes

#### Bhavya

- Browse restaurants by category
- Search food by name
- Real time order tracking

#### Samatha

- Cart & checkout system
- Feature top-rated restaurants
- Cancel/complete orders

#### Kavya

- View order history
- Restaurant login/dashboard
- Restaurant Manage product listings

#### Harshitha

- Restaurant order History
- Admin Dashboard
- Admin Promoting best restaurants

### Step-3: Idea Prioritization

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#### Prioritize

After discussion, we prioritized ideas based on:

- Impact
- Feasibility
- Technical Complexity
- Time Constraints

⌚ 20 minutes

