Ideation Phase
Brainstorm & Idea Prioritization Template

Date	10 October 2023
Team ID	Team - 593379
Project Name	**SNACK SQUAD APP**
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.

Reference:
https://app.mural.co/t/vitap1976/m/vitap1976/1696925266353/5573bb559af3af7f09486f761981 51ee0a201c33?sender=uf38bfaea0a8ccb75f4712375

DRIVE LINK: https://drive.google.com/file/d/1RZB1rpi78r3IxD9Yj7iJnIg7_84TjtBj/view?usp=sharing

Step-1: Team Gathering, Collaboration and 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

**How might we
Design a customer-centric
snack ordering and
delivery app using jetpack
compose in kotlin Android?**

Key rules of brainstorming

To run an 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

BULLI SIVA

- Create an interactive and visually appealing menu that includes high-quality images of snacks.
- Allow users to create profiles with their preferences and past order history for a personalized experience.
- Consider incorporating a loyalty program to reward repeat customers
- Implement filters and sorting options to help users find snacks quickly.
- Brainstorm offline advertising strategies, such as partnerships with local businesses or sponsorships of events.

NANAJI

- Ensure the app supports various payment methods, including credit/debit cards and digital wallets.
- Implement data analytics to track user behavior, popular snacks, and optimize the app's performance.
- Allow users to schedule snack deliveries for specific times and dates.
- Implement push notifications to inform users about order status, promotions, and new snack arrivals.
- Create a community feature where users can share snack recommendations and tips.

MAHESHWAR REDDY

- Implement a real-time order tracking feature so users can see the status and location of their delivery.
- Consider adding support for multiple languages to expand your user base.
- Use maps and geolocation to let users choose delivery locations and track delivery progress.
- Highlight environmentally friendly practices such as eco-friendly packaging and delivery options.
- Consider integrating with voice assistants like Google Assistant or Siri for hands-free ordering.
- Gamify the app with challenges, rewards, or virtual badges to keep users engaged.

YOGESHWAR RAO

- Integrate a chat feature for customer support to assist users with inquiries and issues.
- Implement an inventory management system for restaurants to update their available snacks in real-time.
- Enable users to share their orders and reviews on social media platforms to increase app visibility.
- Consider integrating payment gateways for secure transactions
- Allow users to leave reviews and ratings for snacks and delivery services.
  - Use this feedback to improve service quality.

3

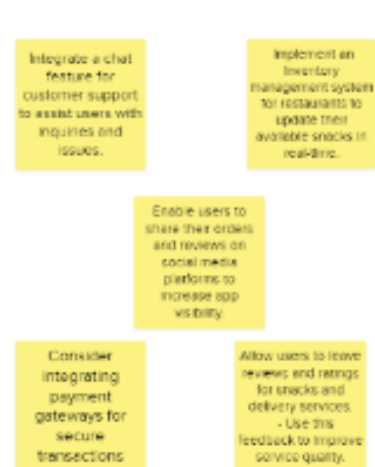## Group ideas

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 and break it up into smaller sub-groups.

🕐 20 minutes

Technologically Attracting the Customers

Implement data analytics to track user behavior, popular snacks, and optimize the app's performance

Ensure the app supports various payment methods, including credit/debit cards and digital wallets.

Implement an inventory management system for restaurants to update their available snacks in real-time.

Consider integrating with voice assistants like Google Assistant or Siri for hands-free ordering.

Allow users to schedule snack deliveries for specific times and dates.

Use maps and geolocation to let users choose delivery locations and track delivery progress.

Consider adding support for multiple languages to expand your user base.

Integrate a chat feature for customer support to assist users with inquiries and issues.
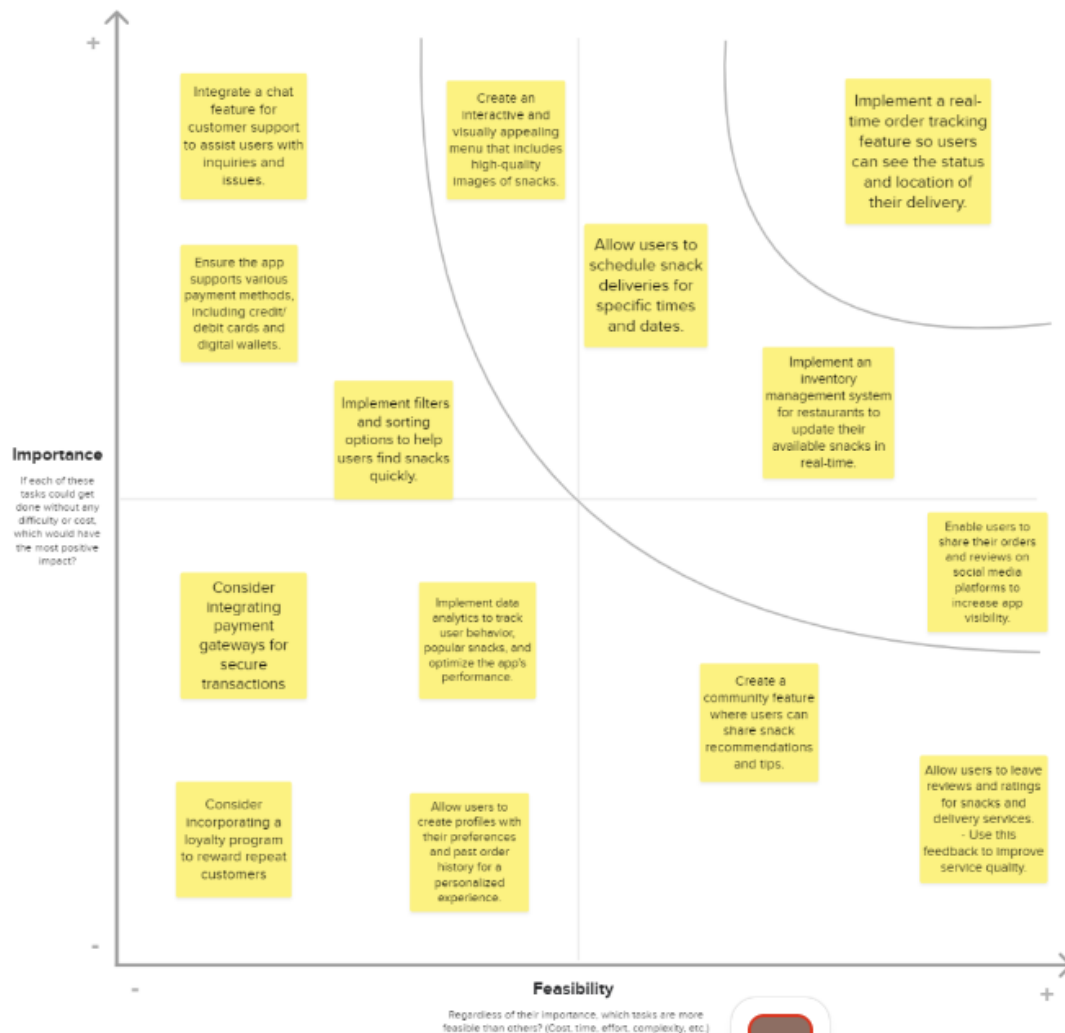
Step-3: Idea Prioritization

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

- Integrate a chat feature for customer support to assist users with inquiries and issues.
- Create an interactive and visually appealing menu that includes high-quality images of snacks.
- Implement a real-time order tracking feature so users can see the status and location of their delivery.
- Ensure the app supports various payment methods, including credit/ debit cards and digital wallets.
- Allow users to schedule snack deliveries for specific times and dates.
- Implement an inventory management system for restaurants to update their available snacks in real-time.
- Implement filters and sorting options to help users find snacks quickly.
- Enable users to share their orders and reviews on social media platforms to increase app visibility.
- Consider integrating payment gateways for secure transactions
- Implement data analytics to track user behavior, popular snacks, and optimize the app's performance.
- Create a community feature where users can share snack recommendations and tips.
- Allow users to leave reviews and ratings for snacks and delivery services. - Use this feedback to improve service quality.
- Consider incorporating a loyalty program to reward repeat customers
- Allow users to create profiles with their preferences and past order history for a personalized experience.

→

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

A **Share the mural**
https://app.mural.co/t/vitap1976/m/vitap1976/
1696925266353/
5573bb559af3af7f09486f76198151ee0a201c33?sender=
uf38bfaea0a8ccb75f4712375

B **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