Ideation Phase
Brainstorm & Idea Prioritization Template
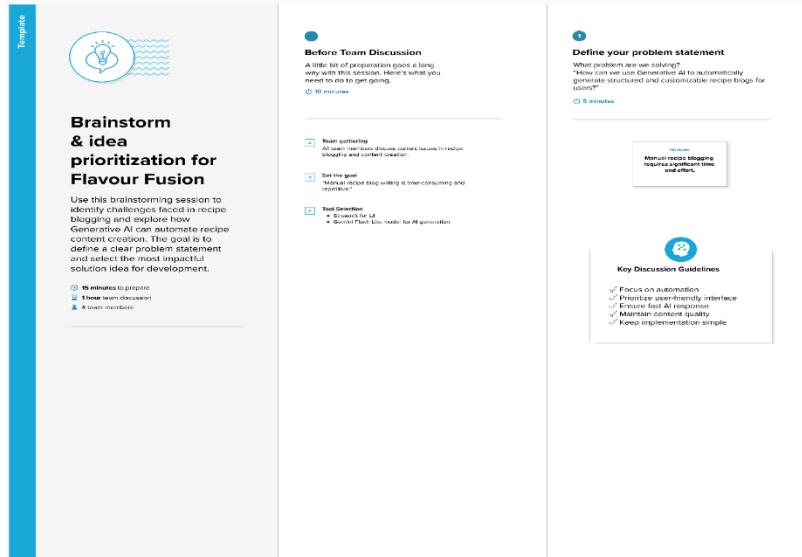
Date	31 January 2026
Team ID	LTVIP2026TMIDS66287
Project Name	Flavour Fusion: Ai-Driven Recipe Blogging
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down possible features and improvements that can help automate recipe blogging using Generative AI.

⏱ 10 minutes

Person 1

Generate recipe blog from topic	User selects word count
Structured format (intro, ingredients, steps)	Instant content generation

Person 3

Stream web interface	Simple input box
Generate button	Display output neatly

Person 2

Use Gemini Flash Lite model	Adjust creativity using temperature
Adjust creativity using temperature	Add engaging tone

Person 4

Frozen recipe joke after recipe	Copy-to-clipboard option
Save recipe option (future)	Multi-language support (future)

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

Core Application

Recipe topic input	Word count selection	Structured recipe output

AI Integration

Gemini Flash Lite API	Prompt design	Parameter tuning

User Experience

Clean UI	Fast response time	Easy readability

Future Enhancements

Multi-language support	Image generation	User accounts

Step-3: Idea Prioritization

Feature Prioritization (Importance vs Feasibility)

⏱ 20 minutes

Importance

Feasibility

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...

☐ **Export the mural**
Export a copy of the mural as PNG or PDF...

Keep moving forward

Strategy blueprint
Sketch the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand a customer needs, motivations, and actions for future experiences.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities and threats (SWOT) to develop a plan.
Open the template →