

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS24954
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

Template



Brainstorm & idea prioritization for Flavour Fusion

Use this brainstorming session to identify challenges faced in recipe blogging and explore how Generative AI can automate recipe content creation. The goal is to define a clear problem statement and select the most impactful solution idea for development.

10 minutes to prepare

- 15 minutes to prepare
- 15 minutes to prepare

Before Team Discussion

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Brain gathering**
All team members discuss current issues to reduce shopping and content creation.
- Set the goal**
Research recipe blog writing is time-consuming and inefficient.
- Tool Selection**
 - Generative AI
 - Google Docs for notes, for AI generation

1 Define your problem statement

What problem are we solving?
How can we use Generative AI to automatically generate structured and customizable recipe blogs for users?

5 minutes

Manual recipe blogging requires significant time and effort.

2 Key Discussion Guidelines

- Focus on automation
- Practice user-friendly interface
- Ensure fast AI responses
- Maintain content quality
- Keep implementation simple

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Use this session to generate ideas and brainstorm solutions that can be implemented in our blogging using Generative AI.

10 minutes

Person 1

- Generate recipe blog from recipe
- Automate recipe generation
- Generate recipe history

Person 2

- Discover new recipes
- Generate recipe ideas

Person 3

- Recipe creation using templates
- Recipe generation using templates
- Recipe generation using templates

Person 4

- Recipe generation using templates
- Recipe generation using templates

Group ideas

Take time to group your ideas into the challenges or ideas or related ideas you get. Once all ideas are grouped, you can start to develop your ideas. If a challenge is bigger than one idea, try and see if you can group it up into one idea or group.

10 minutes

Core Application

- Recipe topic input
- Word count selection
- Structured recipe output

AI Integration

- Generative AI API
- Prompt design
- Parameter tuning

User Experience

- Clean UI
- Fast response time
- Easy readability

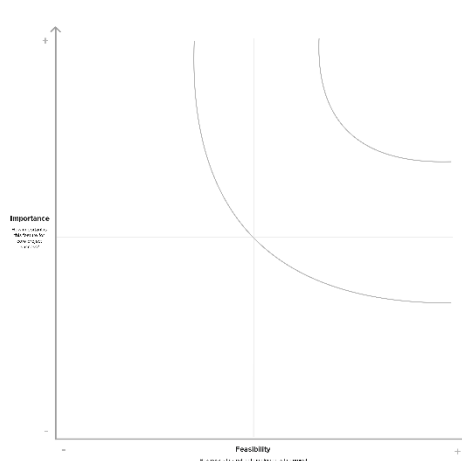
Future Enhancements

- Multi-language support
- Image generation
- User accounts

Step-3: Idea Prioritization

Feature Prioritization (Importance vs Feasibility)

30 minutes



After you collaborate

You can export the results to an image or pdf to share with members of your company who might find it helpful.

Quick additions

☐

Share the result

Export your list to a pdf or image to share with members of your company who might find it helpful.

☐

Export the list

Export your list to a pdf or image to share with members of your company who might find it helpful.

Keep moving forward

Strategy blueprint

Get the strategy view of your idea map

Open the template

Customer experience journey map

Get the customer experience journey map of your idea map

Open the template

Strategic, marketing, opportunities & threats

Get the strategic, marketing, opportunities & threats of your idea map

Open the template