

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

The screenshot shows the first page of the template. It features a blue vertical sidebar on the left labeled "Template". The main content area has three columns:

- Before Team Discussion:** A brief list of preparation points to help get started. It includes:
 - 15 minutes to prepare
 - 1 hour team discussion
 - 4 team members
- Define your problem statement:** A question to identify the problem: "What problem are we solving?". It includes:
 - How can we use Generative AI to automatically generate structured and customizable recipe blogs for users?
- Key Discussion Guidelines:** A list of guidelines to follow during the discussion:
 - Focus on automation
 - Prioritize user-friendly interface
 - Encourage creativity
 - Maintain concise quality
 - Keep implementation simple

Step-2: Brainstorm, Idea Listing and Grouping

The screenshot shows the second page of the template. It has two main sections:

- Brainstorm:** A section for listing initial ideas. It includes a table for "Person 1" and "Person 2" with the following ideas:

Person 1	Person 2
Generate recipe ideas from topics	User selects word cloud
Structure prompts based on user input	Generate content suggestions
Generate AI-generated images	AI generates images
- Group Ideas:** A section for organizing ideas into categories. It includes a table for "Core Application", "AI Integration", "User Experience", and "Future Enhancements" with the following ideas:

Core Application	AI Integration	User Experience	Future Enhancements
Recipe topic input	Word count selection	Structured recipe output	Multi-language support
AI integration	General AI API	Prompt design	Image generation
User Experience	Parameter tuning	Fast response time	User accounts
Clean UI	Easy readability		

Step-3: Idea Prioritization

4 Feature Prioritization (Importance vs Feasibility)

30 minutes

Importance
Importance is how much a feature matters to your users.

Feasibility
Feasibility is how much work it takes to build a feature.

After you collaborate

You can export the chart as an image or PDF to share with members of your company who might find it useful.

Quick add-ons

Show the results
Share the results of your collaboration with everyone involved in the creation of this feature.

Export the result
Share the results of your collaboration with everyone involved in the creation of this feature.

Keep moving forward

Feature Library
Get the complete view of the feature library.

Customer experience journey map
Understand how users interact with your product.

Drawings, sketches, prototypes & trends
See what's new with user research & design.

[Open the template](#)