

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS87344
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

Recipe

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
- 3 hours team discussion
- 4 team members

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.

- 1. Welcome

Team gathering

- All team members should connect before to reduce delays and confirm location

Set the goal

- Review recipe blog writing is time-consuming and repetitive?

Tool Selection

- Google for AI
- Google! Fast, Easy, ready for AI generation

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?

- 10 minutes

Key Discussion Guidelines

- ✓ Focus on automation
- ✓ Prioritize user-friendly interface
- ✓ Ensure fast AI response
- ✓ Maintain content quality
- ✓ Keep implementation simple

Step-2: Brainstorm, Idea Listing and Grouping

The diagram illustrates the evolution of a recipe recommendation system through four stages, each represented by a numbered box (1-4) and a corresponding flowchart.

- Box 1: Simple Keyword Search**
 - Flowchart: **Recipe topic** → **Search engine** → **Recipe results**
- Box 2: Basic Recommendation**
 - Flowchart: **Recipe topic** → **Recommendation engine** → **Recipe results**
- Box 3: Personalized Recommendation**
 - Flowchart: **Recipe topic** → **User profile** → **Recommendation engine** → **Recipe results**
- Box 4: AI-powered Recommendation**
 - Flowchart: **Recipe topic** → **AI model** → **Recommendation engine** → **Recipe results**

Each flowchart includes a **Feedback loop** from **Recipe results** back to the **Recommendation engine**, indicating continuous improvement.

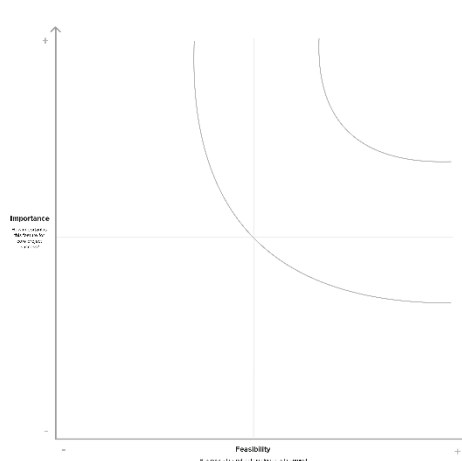
Legend:

- Recipe topic** (Yellow box)
- Search engine** (Blue box)
- Recommendation engine** (Green box)
- User profile** (Orange box)
- AI model** (Purple box)
- Recipe results** (Light green box)

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