

# IDEATION PHASE

## BRAINSTORMING AND IDEA PRIORIZATION


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Project Name	Creating an Sponsored Post for Instagram
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### Brainstorm & Idea Prioritization Template:

Our HungerMania Restaurant is all about delighting your taste buds and offering a unique culinary journey. This season, we've chosen to highlight our iconic signature dish that's been a local favorite for years. Get ready to embark on a flavorful adventure as we present our culinary masterpiece, expertly crafted by our passionate chefs. But that's not all! We're also pulling back the curtain and giving you a sneak peek behind the scenes. Join us in our bustling kitchen, where the magic happens, and meet the talented chefs who pour their heart and soul into every dish. Additionally, we want to share the voices of our cherished customers. Their authentic testimonials and rave reviews truly reflect the extraordinary dining experiences we offer. Keep an eye on our feed as we unveil these stories, and don't hesitate to engage with us in polls and Q&A sessions. HungerMania is not just a restaurant; it's a community of food lovers. Stay tuned for more mouthwatering moments with us.

## STEP1: : Team Gathering, Collaboration and Select the Problem Statement


Template



### Brainstorm & idea prioritization

Our HungerMania Restaurant is all about delighting your taste buds and offering a unique culinary journey. This season, we've chosen to highlight our iconic signature dish that's been a local favorite for years. Get ready to embark on a flavorful adventure as we present our culinary masterpiece, expertly crafted by our passionate chefs.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👤 2-8 people recommended



#### Before you collaborate

Understanding our audience is key to creating an engaging sponsored post for HungerMania Food Shop on Instagram. Our audience consists of food enthusiasts always on the hunt for mouthwatering and convenient dining options. They actively explore Instagram for culinary inspiration, following local food bloggers, and interacting with visually captivating food posts.

A

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

**Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

C

**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

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#### 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 (your problem statement)?





#### Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

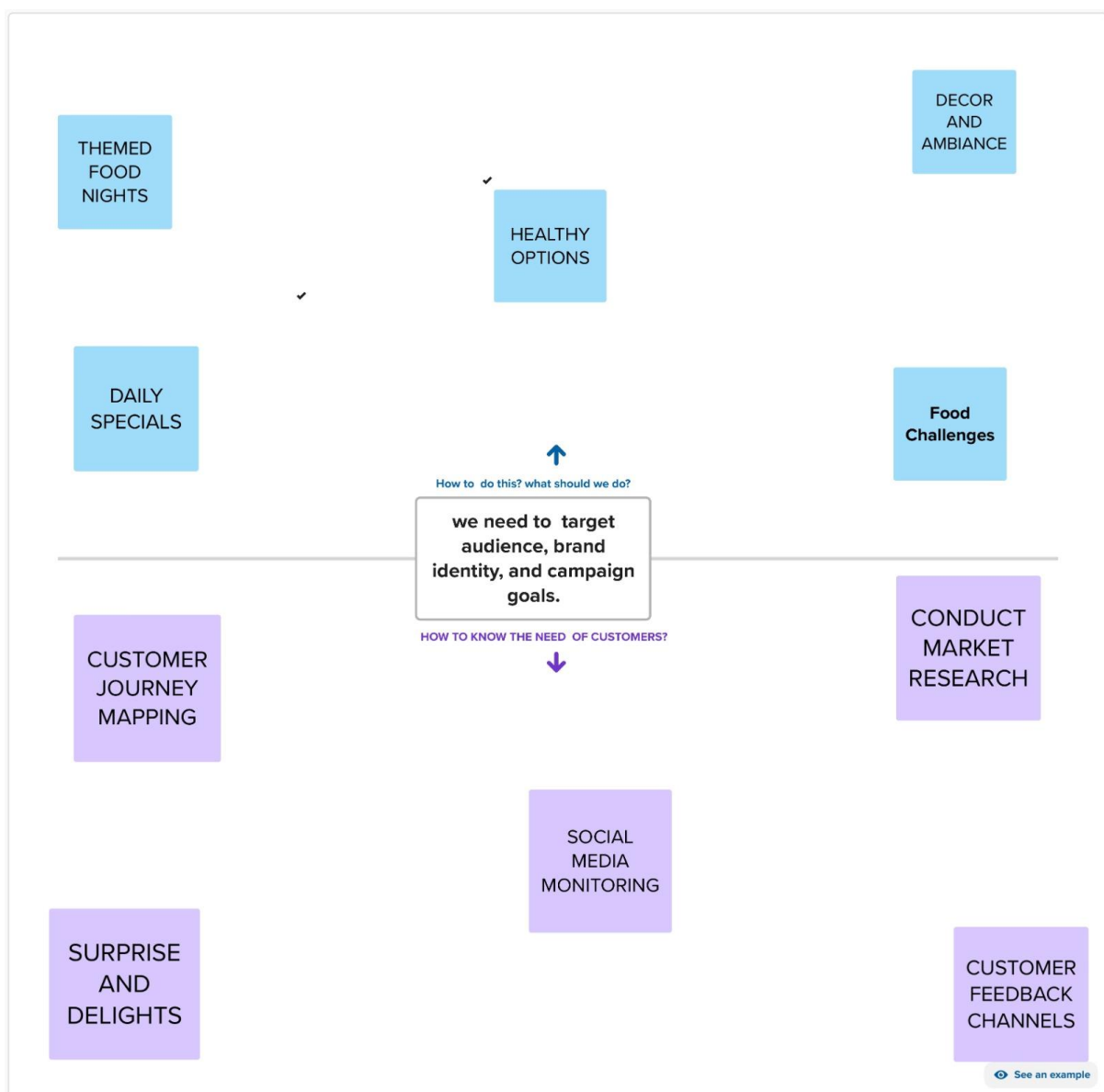
 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

## STEP2 : Brainstorm, Idea Listing and Grouping



## STEP 2: IDEA PRIORITIZATION:

## 4 Prioritize

**TIP**

Participants can use their custom to point at where money notes should go on the grid. The facilitator can confirm this spot by using the laser pointer holding the key on the keypad.

**Importance**

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

- Dish of the Day
- [Idea 2] - Customer Spotlights
- [Idea 6] - Seasonal Ingredients

Idea	Importance	Feasibility
Cheerful Day	High	Low
Luxurious Nightlife	High	Low
Gourmet Dinner	High	Low
Seasonal Dinner	High	Low
Staff Appreciation Luncheon	High	Low
Seasonal Treatments	High	Low
Signature Menu	High	Low
Surprise Pop-Up Dining	Medium	Medium
Customer Loyalty Rewards	Medium	Medium
Theme Restaurant	Medium	Medium
Themed Coffee Shop	Medium	Medium
Staff Appreciation Party	Medium	Medium
In-house Entertainment	Medium	Medium
Seasonal Pop-Up Dining	Low	High

**Feasibility**

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

