

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 October 2023
Team ID	NM2023TMID00183
Project Name	FOOD TRACKING SYSTEM
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:


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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

template



FOOD TRACKING SYSTEM

Team Leader : Thanapriya B

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

➔

Before you collaborate

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

🕒 10 minutes

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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1

problem statement

In a world where diet-related health issues are on the rise, there is a growing demand for a comprehensive Food Tracking System.

🕒 5 minutes



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.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Malini P

- Users need an easy and convenient way to track their daily food intake. This could include scanning barcodes, manual entry, or using products of foods.
- The system should support diverse dietary preferences, including vegetarians, vegans, gluten-free, and more.
- Monitoring an extensive and accurate database of food items, including nutritional information, portion sizes, and allergen details, is crucial.
- Regular updates and data verification are necessary to ensure the system's reliability.

Sowmiya N

- The system should offer real-time nutritional analysis of scanned food items, helping users understand their daily calorie intake, macronutrient distribution, and other key nutritional metrics.
- Users might have specific dietary preferences or goals, such as veganism, keto, or high-protein diets. The system should be able to adapt and provide tailored insights based on these objectives.
- The platform should be user-friendly and accessible via web and mobile applications.
- Features like food logging, meal planning, and recipe creation should be intuitive and enjoyable to use.

Sowmiya S

- Segmenting user data, including dietary preferences and health information, is of paramount importance. The system must implement robust security measures and comply with relevant data protection regulations.
- The Food Tracking System should integrate with wearable devices, apps, and other health-related tools to capture additional data, such as exercise and sleep patterns.
- It should offer a holistic view of an individual's health and wellness journey.
- The system should generate detailed reports and visualizations, enabling users to track their progress and identify areas for improvement.

Thanapriya B

- As the user base grows, the system must be scalable to accommodate increased data and usage.
- It should be able to handle concurrent user requests without performance degradation.
- The system should adhere to national and international standards for food and nutrition labeling.
- Achieving certifications or approvals from relevant health authorities might be necessary.

3

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

Conduct thorough user research to understand the target audience's needs, pain points, and expectations regarding food tracking and nutrition management.

Determine how users will input their food consumption data, whether through manual entry, barcode scanning, photo recognition, voice input, or other methods.

Allow users to set dietary goals, preferences, and restrictions, ensuring that the system adapts to their unique needs.

Consider providing information on the environmental impact of dietary choices, encouraging sustainable and eco-friendly food selections.

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

