Ideation Phase

Brainstorm & Idea Prioritization

Date	
Team ID	LTVIP2025TMID31460
Project Name	To Supply Leftover Food to Poor
College Name	Ideal Institute Of Technology

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

To form a collaborative team, align on a common vision, and define a clear and impactful problem statement focused on supplying leftover food to the poor.

Team Gathering

- **Team Composition**:

    Gather a diverse group of individuals with varied skill sets, including:

    - Project Manager,

    - Logistics Coordinator

    - Technology Lead (App/Platform)

    - NGO/Community Liaison

    - Volunteer Manager

- **Kick-off Meeting**:

    Host an introductory session to explain the goal and importance of reducing food waste and feeding the poor.

Collaboration

- **Icebreaker Activities**:
  Encourage team bonding through quick sharing rounds—why they're interested in the cause, or any prior volunteering experiences.

- **Goal Setting**:
  Define a shared goal:
  "To create a system that efficiently collects and distributes leftover food from restaurants, events, and households to those in need."

- **Ground Rules**:
  Set expectations for open communication, equal participation, and respect for all ideas.

Problem Statement Selection

- **Initial Discussions**:
  Present real-world statistics and challenges:
  - X tons of food wasted daily.
  - Y% of urban population lacks access to one full meal a day.

- **Brainstorming Problems**:
  - Lack of awareness about food donation.
  - Difficulty in identifying genuine beneficiaries.
  - Time-sensitive nature of perishable food.

- **Problem Framing**:
  Encourage the team to reframe and vote on the most impactful problem.

Final Selected Problem Statement:

👉 *"How might we build a reliable, fast, and sustainable solution to collect leftover food and deliver it safely to underprivileged communities?*

Step 2: Brainstorming, Idea Listing, and Grouping

Objective

The purpose of the brainstorming session was to generate a wide range of creative, practical, and community-driven ideas to address the issue of food wastage and hunger. The session aimed to explore solutions for collecting, managing, and distributing leftover food in an organized and safe manner.

🌀 Brainstorming Session

- A collaborative environment was created where all team members felt free to share their ideas without judgment.

- The team followed the "quantity over quality" rule in the first round — even wild or unconventional ideas were encouraged.

- Members were invited to build on each other's ideas, which led to more refined and complete solutions.

📝 Raw Ideas Generated

- Mobile app for food donors to register leftover food

- NGO dashboard to view and claim available food

- Volunteer assignment system with live GPS

- Heatmap to identify hunger hotspots

- Real-time notifications to nearby NGOs

- Integration with SMS/WhatsApp for alerts

🗂️ Grouped Idea Themes

Category	Ideas Included
📦 Food Listing	Donor food entry form, photo upload, expiry timer
📍 Location Matching	GPS-based NGO alerts, live availability map
🚚 Distribution	Volunteer tracking, delivery logs
📊 Analytics	Reports on food saved, NGO performance
📣 Communication	Real-time alerts, chat with donors, feedback system

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Step 3: Idea Prioritization

Objective:

To evaluate and prioritize the most impactful, feasible, and urgent ideas for development using a simple matrix. This step helps the team identify which ideas to move forward with for implementation.

Idea	Impact	Feasibility	Urgency	Priority
Donor Food Listing Form	High	High	High	⭐ Top
Real-time NGO Notification	High	Medium	High	⭐ Top
Expiry Reminder System	Medium	High	Medium	✅ Consider
Beneficiary Feedback Form	Medium	High	Low	✅ Consider
Volunteer GPS Tracking	High	Medium	Medium	✅ Consider

Heatmap of Hunger Zones   High   Low   Medium   ⏳ Later

🏆 Top Prioritized Ideas (To Take Forward)

- **Mobile App for Pickup Requests** – central platform to request, track, and manage donations.

- **Volunteer Delivery Network** – community-based, cost-effective logistics.

- **Food Safety Checklist/Protocol** – ensures food quality and builds trust.

- **Partnership with Food Providers (Hotels, Restaurants, Event Halls)** – steady supply of surplus food.

Key Takeaway

➢ Prioritization helped the team narrow down a wide pool of ideas into a focused, practical plan.We are now ready to transition from planning to building a solution that can make a real impact in reducing food waste and feeding the needy

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✅ Problem Statement – Final Version

- Despite large quantities of leftover food being generated daily by restaurants, events, and households, a significant portion of this food goes to waste while many people in our communities suffer from hunger. There is currently no efficient, structured, and widely adopted system in place to collect, manage, and distribute this surplus food to those in need. As a result, food waste increases, and opportunities to address hunger are missed.

- This project aims to solve the problem of food waste and hunger by creating a reliable, safe, and scalable method to collect leftover food and deliver it to poor and underserved communities in a timely and hygienic manner

🧠 Empathy Mapping – Understanding Stakeholders

🎯 Objective:

To develop empathy for the stakeholders (Donors, NGOs, and Beneficiaries) and understand their pains, needs, and goals.

THINK & FEEL
- "I don't know when my next meal will come."
- "Will anyone help me ?"
- "Am I treated as invisible by society?"
- "Is the food I receive clean and safe to eat?"

HEAR
- "There's a food drive happening today."
- "No one cares about people like us."
- "Sometimes restaurants throw away so much food."
- Occasionally hears about NGOs or volunteers offering help.

SEE
- Sees people throwing away leftover food.
- Notices food vendors, restaurants, and shops with excess food.
- Observes long queues at food distribution spots.
- Sees others like themselves hungry or scavenging for food.

SAY & DO
- "Can you help me with some food?"
- "Thank you so much."
- Accepts food silently, often without eye contact.
- Shares food with family or others in need.

PAIN
- Fear of eating unsafe or spoiled food.
- Health issues due to irregular meals.

GAIN
- Receives timely, clean, and nutritious meals.
- Feels valued and respected when treated kindly.