

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	Team-590985
Project Name	Project - Snack Squad: A Customizable Snack Ordering and Delivery App
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

1

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

There is a need for a snack ordering app that not only provides a diverse range of snack options but also offers a user-friendly, seamless, and customizable ordering process.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

Person 1

A wide variety of snacks to choose from

Real-time tracking of order

Nutritional information about snack items

Discounts and promotions on various items

Person 2

Recommendation system to suggest snacks tailored to each individual

Dedicated section for late-night snack specials

Eco-friendly packaging options and rewards

Feature that allows users to order snack combos suitable for family

Person 3

Section that highlights snacks from local bakeries and restaurants

Filter snacks based on dietary preferences and food allergies

Virtual snack tasting events

Integration with smart home devices like voice assistants

Person 4

Subscription model for weekly or monthly snack deliveries

Social competitions where users can share photos of their snacks

Snack-themed games or activities

Snack packs representing different countries and regions

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

TIP

Add descriptive tags to sticky notes to make it easier to find, organize, organize and categorize to our and ideas as they are added to your board.

App User Interface Ideas

Real-time tracking of order

Filter snacks based on dietary preferences and food allergies

Snack packs representing different countries and regions

Snack Menu Ideas

A wide variety of snacks to choose from

Nutritional information about snack items

Section that highlights snacks from local bakeries and restaurants

Smart Features to help each individual

Feature that allows users to order snack combos suitable for family

Recommendation system to suggest snacks tailored to each individual

Integration with smart home devices like voice assistants

Features to attract customers

Discounts and promotions on various items

Eco-friendly packaging options and rewards

Dedicated section for late-night snack specials

Subscription model for weekly or monthly snack deliveries

Features to increase popularity of the app

Social competitions where users can share photos of their snacks

Snack-themed games or activities

Virtual snack tasting events

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

