

# BRAINSTORMING AND IDEATION PHASE

## Problem Statement and Understanding

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

PROBLEMS FACED IN EATING BIRYANI

*"Exploring the Quality Disparities and Safety Concerns in Biryani Preparation and Consumption: A Comprehensive Examination of Factors Impacting the Taste, Hygiene, and Authenticity of Biryani Across Different Regional Variations."*

# Brainstorming and Ideation Phase

1

Brainstorm

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

⌚ 10 minutes

Saran prasath v

**"Dum Biryani:"**  
A slow-cooked biryani, where the flavors are sealed in with a dough seal (dum) during the cooking process.

Alith G

**"Hyderabadi Biryani:"**  
Known for its unique cooking style, this biryani often includes marinated meat, basmati rice, and a blend of spices.

Arivazhagan K

**"Classic Chicken Biryani:"**  
A timeless favorite, made with succulent chicken pieces and aromatic spices.

Gokul G

**"Mutton Biryani:"**  
A rich and hearty biryani with tender pieces of mutton or lamb.

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

#### ***\*Interactive Dining Experience\****

Offer live cooking stations where customers can watch their biryani being prepared.

#### ***\*Biryani Loyalty Program\****

Reward repeat customers with a loyalty program that offers discounts or free meals.

#### ***\*Biryani Food Trucks\****

Consider launching food trucks to bring biryani to different locations and events.

#### ***\*Biryani Challenges\****

Create eating challenges for those who can handle spicy food, such as "Spiciest Biryani Challenge."

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

