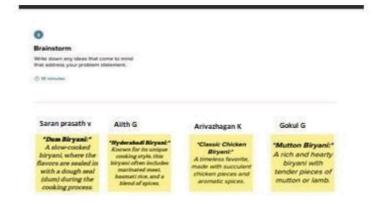
### **BRAINSTORMING AND IDEATION PHASE**

## **Problem Statement and Understanding**



# **Brainstorming and Ideation Phase**





### **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 and 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."

