

Ideation Phase

Brainstorm & Idea Prioritization

Date	16 June 2025
Team ID	LTVIP2025TMID56012
Project Name	OrderOnTheGo
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

As we brainstormed ideas for *OrderOnTheGo*, our team actively participated in sharing thoughts and suggestions. We took turns explaining each idea, while naturally grouping similar concepts together. This helped us identify common themes and structure our project better.

Once all ideas were shared, we organized the sticky notes into clusters based on their functional relevance. Each group was given a **clear, descriptive label** to reflect its core theme—like *User Flow*, *Restaurant Management*, or *Admin Features*.


This approach gave us a clear overview of our app's core modules and made it easier to move into prioritization and planning.

Link: <https://drive.google.com/file/d/1j0WzQ1rh--Oos43iDQ6M8eWeo6-x0Vc-/view?usp=sharing>

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Template



Brainstorm & idea prioritization

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.

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

1

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

- Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

Open article →

2

Define your problem statement

In today's fast-paced environment, especially in college towns and semi-urban areas, users often struggle to find a reliable and easy-to-use platform for discovering local restaurants, browsing menus, and placing food orders. Many small eateries don't have an online presence, and existing food delivery apps are either unavailable or not tailored to local needs.

5 minutes

PROBLEM

How might we build a seamless and responsive food ordering platform that connects users to local restaurants, allowing them to explore menus, place orders, and track their food in real-time, while also offering a dedicated portal for restaurant owners and a control panel for administrators

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Defer judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

1. Browse restaurants by category
2. Search food by name
3. Real-time order tracking
4. Cart & checkout system
5. Feature top-rated restaurants
6. Cancel/complete orders
7. View order history
8. Restaurant login/dashboard
9. Restaurant Manage product listings
10. Restaurant order history
11. Admin Promoting best restaurants

🕒 10 minutes

Srinu

- Browse restaurants by category
- Search food by name
- Real time order tracking

Saranya

- Cart & checkout system
- Feature top-rated restaurants
- Cancel/complete orders

Rishitha

- View order history
- Restaurant login/dashboard
- Restaurant Manage product listings

Roja

- Restaurant order history
- Admin Dashboard
- Admin Promoting best restaurants

3

Group ideas

While sharing our brainstormed ideas, we began clustering them into logical groups based on functionality and relevance. This helped us identify recurring patterns and refine the problem-solution alignment.

🕒 20 minutes

TIP
User Experience & Ordering Flow

TIP
Restaurant Dashboard & Management

TIP
Admin Control & Platform Oversight

Step-3: Idea Prioritization

