Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 October 2023
Team ID	Team-591037
Project Name	Snack Squad: A Customizable Snack Ordering And Delivery App
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

1. Determining the team and selecting the problem statement:

2. Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ **10 minutes**

Amol

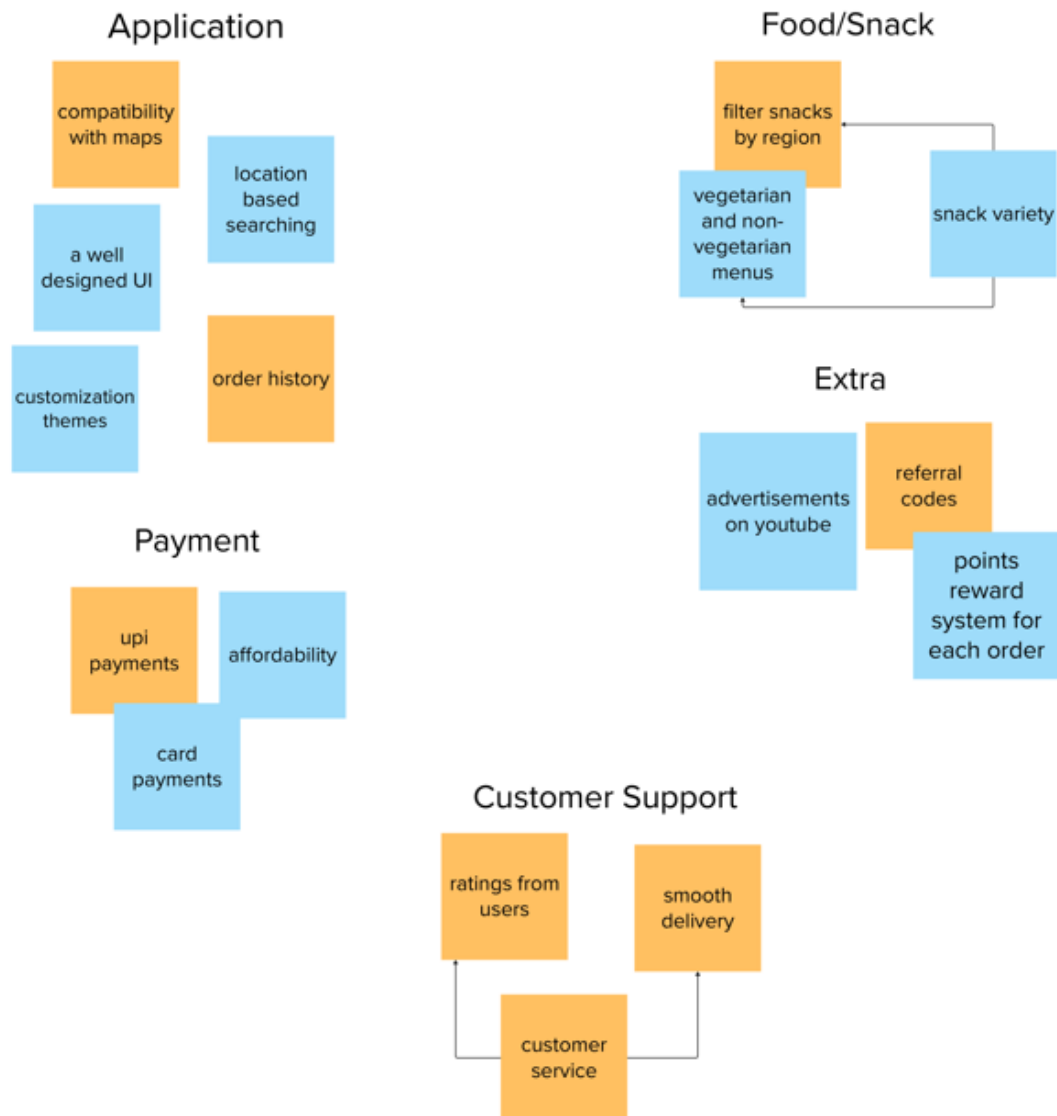|		
vegetarian and non-vegetarian menus	points reward system for each order	a well designed UI
card payments	affordability	location based searching
snack variety	customization themes	advertisements on youtube

Dayalu

filter snacks by region	rating from users	compatibility with maps
smooth delivery	upi payments	order history
customer service	referral codes	

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

Application

compatibility with maps

location based searching

a well designed UI

customization themes

order history

Payment

upi payments

affordability

card payments

Food/Snack

filter snacks by region

vegetarian and non-vegetarian menus

snack variety

Extra

advertisements on youtube

referral codes

points reward system for each order

Customer Support

ratings from users

smooth delivery

customer service

3. Idea Prioritization

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- smooth delivery
- customer service
- compatibility with maps
- card payments
- upi payments
- snack variety
- location based searching
- filter snacks by region
- a well designed UI
- vegetarian and non-vegetarian menus
- ratings from users
- affordability
- order history
- points reward system for each order
- advertisements on youtube
- customization themes
- referral codes

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)