

Ideation Phase

Date	18 October 2023
Team ID	Team - 591011
Project Name	Project – Snack Squad: A Customizable Snack Ordering and Delivery app
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

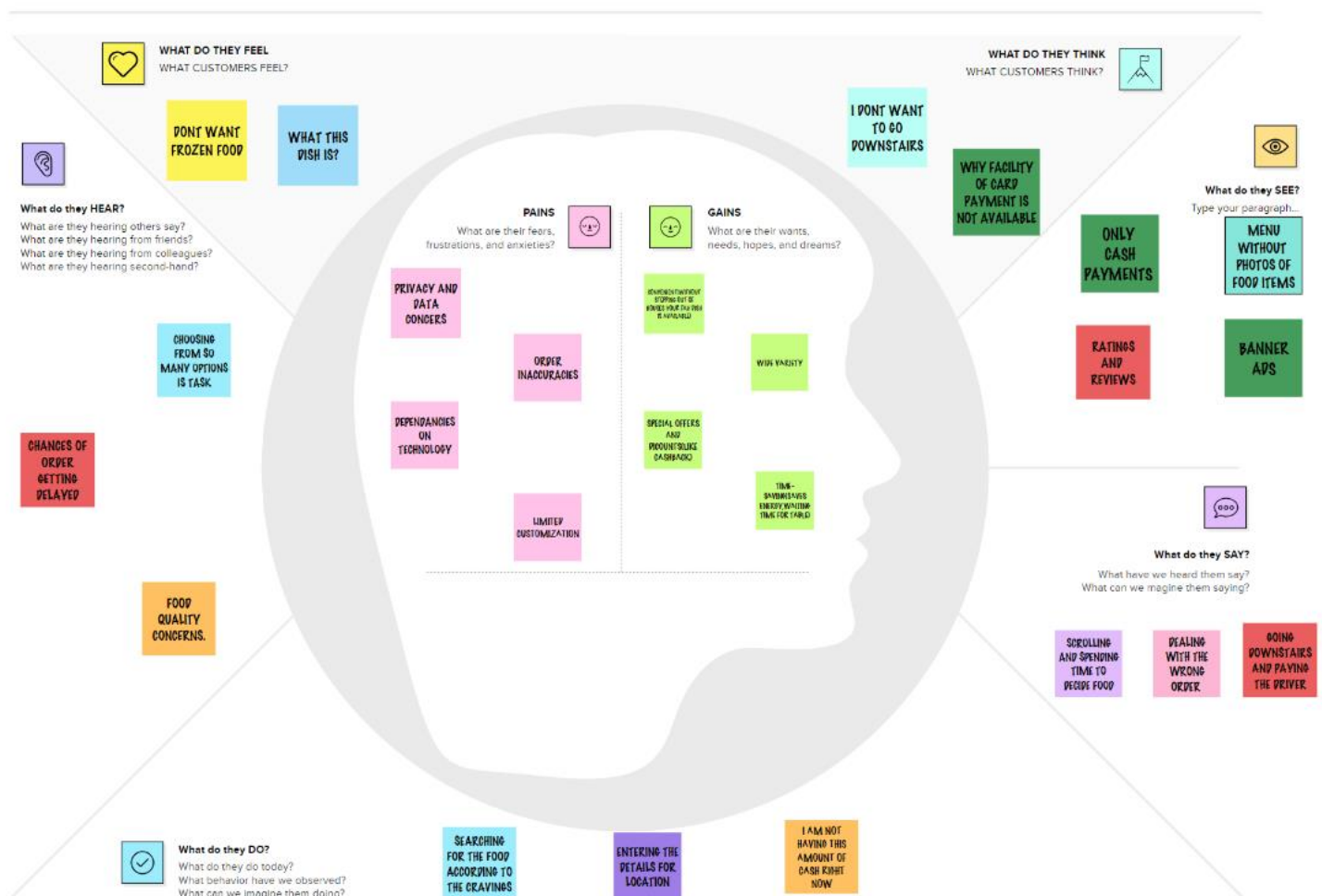
Example: Snack Squad: A Customizable Snack Ordering and Delivery app



EMPATHY MAP FOR FOOD ORDER AND DELIVERY APP

Empathy map is simple, easy-to-digest, visual that captures knowledge about user's behavior and attitude.

For creating an empathy map for food delivery we will be focusing on understanding the concern of the customer related to food delivery application



Link

<https://app.mural.co/t/work74477/m/work74477/1697521582029/735ad5ae29423168b068c390c82d73ed85b18482?sender=u083f710d4327ec7682fb3134>

Brainstorm & Idea Prioritization:


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.

Link:

<https://app.mural.co/t/naveen1000/m/naveen1000/1697551420990/9d232130c1dc463b67a9fd5720c89838cfe1d99f?sender=u083f710d4327ec7682fb3134>

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



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

➔

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

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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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

Whenever we visit any restaurant or any food shop then we have an issue of waiting in queue that most of us are not used to entertain and nowadays customers prefer their food to be delivered online at their home safe. Through our system the customers would be easily able to place orders as they like using online meal ordering system. The project aims to develop a snack ordering app that prioritizes user-friendliness.



Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

PROBLEM

Whenever we visit any restaurant or any food shop then we have an issue of waiting in queue that most of us are not used to entertain and nowadays customers prefer their food to be delivered online at their home safe. Through our system the customers would be easily able to place orders as they like using online meal ordering system. The project aims to develop a snack ordering app that prioritizes user-friendliness.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

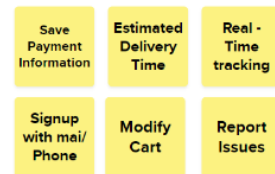
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

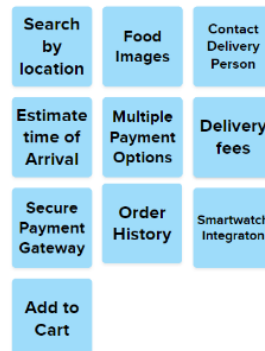
Person 1



Person 2



Person 3



Person 4



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



Step-3: Idea Prioritization

