


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	09 October 2023
Team ID	Team-590986
Project Name	Project - Snack Squad: A Customizable Snack Ordering and Delivery App
Maximum Marks	4 Marks

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

**Template**



## Brainstorm & idea prioritization

Brainstorm and Idea Prioritization session has been conducted to discuss our ideas on creating a snack app "MOFOOD - SNACK DELIVERY" and work on related problems and setting goals for our team members to ensure a successful app.

⌚ 10 minutes to prepare  
👥 1 hour to collaborate  
👤 4 people recommended

**Before we collaborate**

We were asked to have some ideas and different approaches that can be taken related to our project on snack delivery app which we will be discussing in the session.

⌚ 10 minutes

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- Team gathering**  
We are a team of 4 members : Akshat, Sajal, Prem and Rushil. We all gathered to put our ideas in front on one another and discuss the problems related to them.
- Set the goal**  
The goal of this session is to critically evaluate and refine our team's ideas and aim to identify the most effective and impressive set of ideas ready to implement in our app and address any associated challenges.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

**1**

### Define your problem statement

Developing a customizable snack ordering and delivery app using Compose Libraries.

⌚ 5 minutes

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**PROBLEM**

Developing the e-commerce food delivery app that ensure the user to see a list of snacks, have a add to cart option and the user can proceed to checkout to make the purchase

**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

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

⌚ 10 minutes

#### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Akshat

- Order food and view the recipe of the food
- Share interesting facts & trivia about various food, ingredients & cuisines.
- Snacks for events - order food for parties, gatherings & events.
- Add to cart and order history.

#### Sajal

- Suggest snack according to customer's mood
- Create custom collections such as Weeknight Dinners, Healthy Snack, Midnight cravings.
- On-Demand Support - A support chat or FAQ section for user.
- Dietary Preference - filter snacks such as vegan, gluten-free, keto.

#### Rushil

- Different sections like spicy, deserts, sweet to refine and order easily
- Customer can rate & review the food & recipes, share their experiences & tips.
- Provide snack combos - combo deals includes snacks, beverages & deserts.
- Add to favorites.

#### Prem

- Options to different sauces, toppings etc.
- Provide nutritional info such as carbs, calories, fat content etc.
- Include video demonstration of food recipe
- Coupons & Discounts

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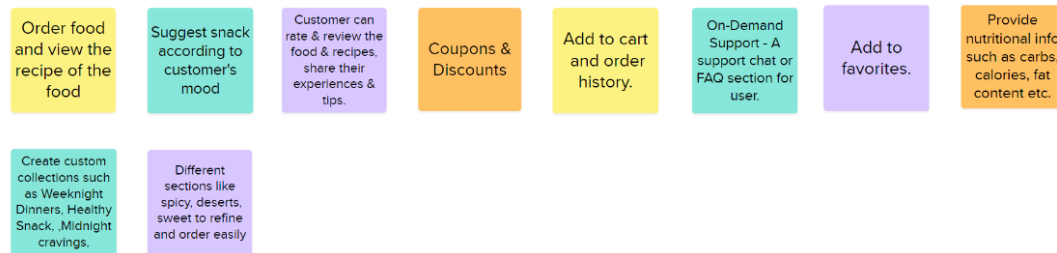
## Group ideas

Selecting the most effective and impressive ideas out the bunch of ideas presented by different members of the team after discussing and going forward with the ideas which look more important.

🕒 20 minutes

### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



## Step-3: Idea Prioritization

4

### Prioritize

Our team has prioritize the ideas which have importance and feasibility.

🕒 20 minutes

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

