

Ideation Phase

Brainstorm & Prioritize Ideas

Date	11 October 2023
Team ID	Team-590975
Project Name	Snack Squad: A Customizable Snack Ordering And Delivery App
Maximum Marks	4

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

How might we creating an innovative snack ordering and discovery app that caters to diverse preferences?



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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!

Dhanush

Snack of the Day	Snack Ratings and Reviews	category division of snack based on the regions
Classification based on diets	number of calories on every item	keep adding calories by showing at the end of the cart
menu without images	Images on selection of snack	

Fareed

An app which will make ordering food easy	Should be easily accessible	A platform that is fun for food enthusiasts
Create a snack sharing community	The app should promote eating healthy	Customer is always king
Users should be able to customise as they wish	Promote Local Restaurants	A variety of Options

Aditya

make the app user friendly	make a website suitable for laptop and mobile	give various options
should categorise different cuisines and filter restaurants accordingly	should have many forms of payment for users	should show time needed to deliver
should have customer reviews	should look good and desirable to customers	help in navigating the app with search bar

Biraj

Show food options sorted by nearest restaurants	Display a food, and inside that display variations of that food.	Allow add/delete order options inside the cart itself
Store the user's default delivery location	Provide occasional festive offers	Order history should be recorded
When a food is selected, display which restaurants that food is available in	On sign up, ask if user has a preference for calorie intake limit	Restaurants/ food items starred by the user
Option to repeat a past order	Warn the user if their order has exceeded their calorie limit	

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 can break it up into smaller sub-groups.

🕒 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.

Ratings & Reviews

Snack
Ratings and
Reviews

should have
customer
reviews

Order details

Allow add/
delete order
options inside
the cart itself

Order
history
should be
recorded

Users should
be able to
customise as
they wish

keep adding
calaries by
showing at
the end of the
cart

should have
many forms
of payment
for users

Option to
repeat a
past order

Images display

Images on
selection of
snack

menu
without
images

Display a food,
and inside that
display
variations of
that food.

should look
good and
desirable to
customers

Home Screen

Snack of
the Day

Provide
occasional
festive
offers

A variety of
Options

When a food is
selected, display
which restaurants
that food is
available in

help in
navigating
the website
with search
bar

Others

category
division of
snack based
on the regions

make the
app user
friendly

A platform
that is fun
for food
enthusiasts

should
show time
needed to
deliver

should
categorise
different cuisines
and filter
restaurants
accordingly

User Data

On sign up,
ask if user has
a preference
for calorie
intake limit

Restaurants/
food items
starred by
the user

Store the
user's default
delivery
location

Health

number of
calories on
every item

Classification
based on
diets

Warn the user
if their order
has exceeded
their calorie
limit

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

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.

