

Ideation Phase


Brainstorm & Idea Prioritization

Date	16 October 2023
Team ID	Team-592805
Project Name	Restaurant Recommendation System
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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


Template



Brainstorm & idea prioritization

Restaurant Recommendation System


10 minutes to prepare
 1 hour to collaborate
 2-3 people recommended



Need some inspiration?

Save a finished version of this template to include in your work.

Open example



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

1 Team gathering

Harshul Jain
Mridul Shrivastava
Kshit Maheshwari

2 Set the goal

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

3 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

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 aim to address the need for an effective restaurant recommendation system that overcomes the limitations of traditional recommendations from friends. People want personalized restaurant suggestions for dining out with family, friends, and coworkers, but existing methods are constrained by limited data sources and the potential for users not to like the recommended places.

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

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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 fill the card. (which is useful) can be used to group.

Harshal

Web App
can use user location
Can Connect to zomato App

Rishit

No. of users
Can consider rating
Can use existing dataset

Mridul

mapbox
affordability
Rating System

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

As you cluster the sticky notes, you can move them to different clusters, groups, and change the important labels to the help define your final

Harshal

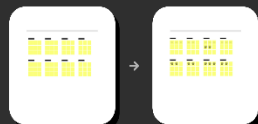
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mapbox

Step-3: Idea Prioritization

4

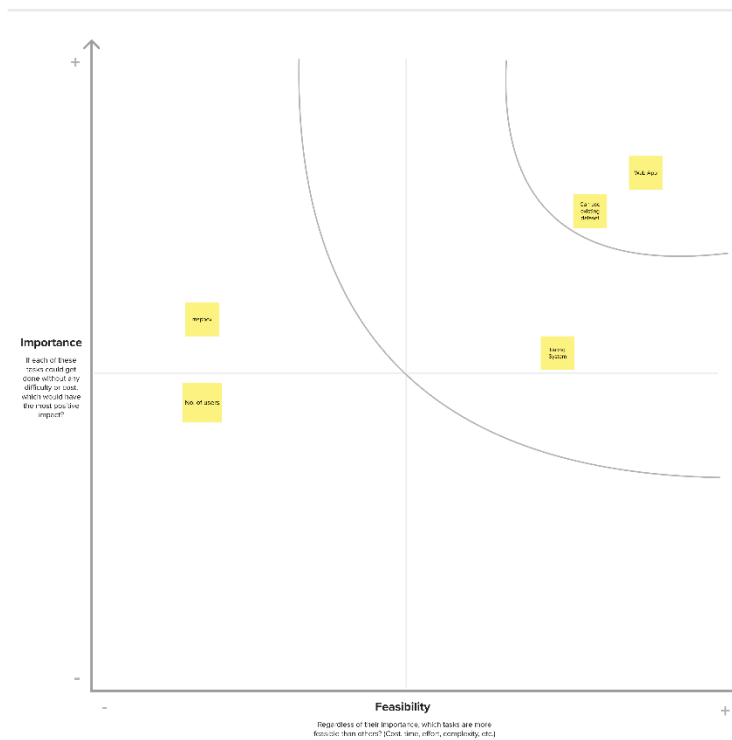
Prioritize

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 solidify where sticky notes should go on the grid. The facilitator can confirm this spot by using the laser pointer holding the **H** key on the keyboard.



→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

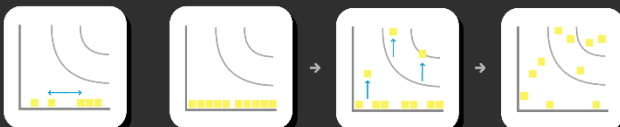
Quick add-ons

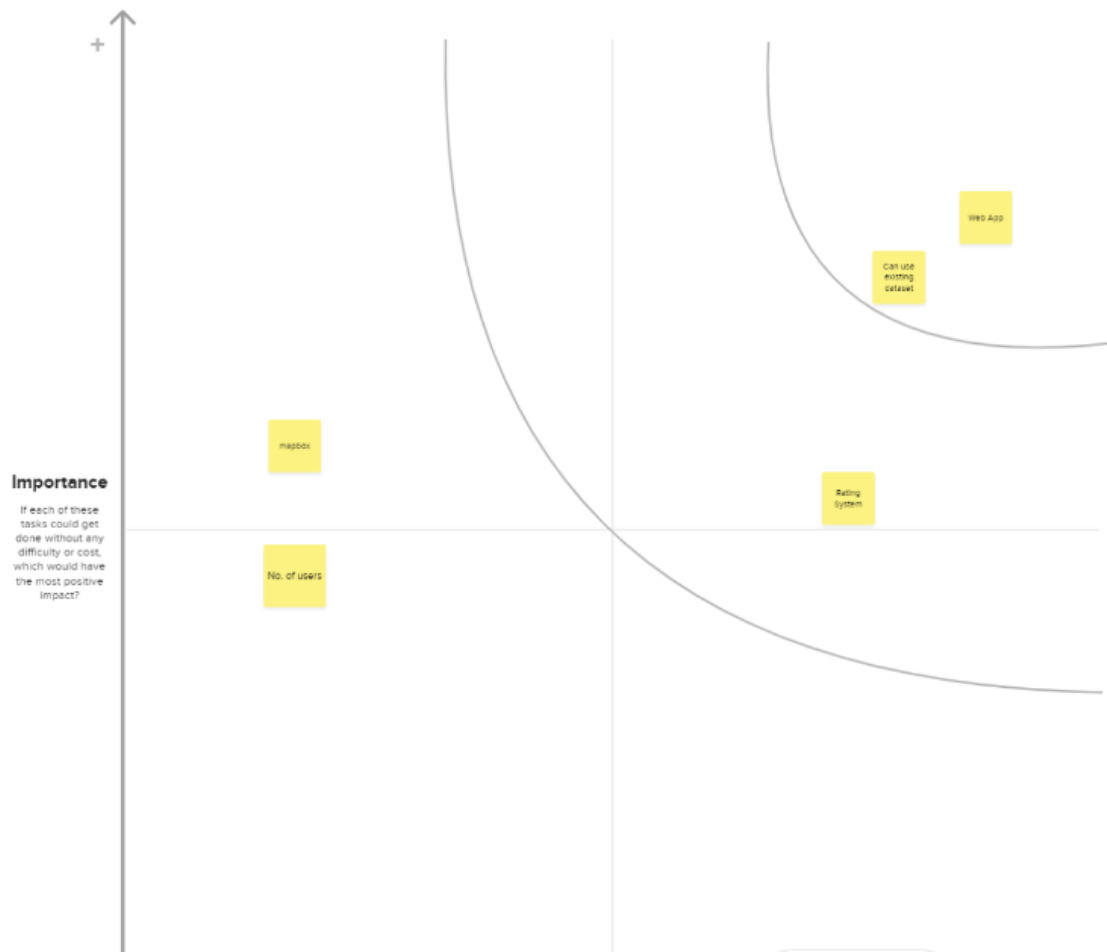
- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)





We've decided to focus on creating a Restaurant Recommendation System with a user rating feature which will show the rating of the recommended restaurants for several practical reasons such as:- so the user can make more informed decisions. This project aims to make dining out more enjoyable for our users by offering personalized restaurant suggestions based on their preferences.

This system will also provide valuable insights for our business by seeing customer preferences and restaurant performance. In the competitive food industry, this approach positions us as a customer-centric establishment. Moreover, it's easy to scale as our customer base and restaurant data grow. In summary, this project aligns with our goal to enhance the customer experience, and it's a practical and relevant choice for our project.