

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	10-02-2026
Team ID	LTVIP2026TMIDS65437
Project Name	Flavour Fusion: - Ai-Driven Recipe Blogging
Maximum Marks	10 Marks

Brainstorm & Idea Prioritization Template:

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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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



Online Complaint Registration and Management System

Before you collaborate

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» Get an overview

The Online Complaint Registration and Management System can facilitate tracking records of submitting, tracking, and receiving complaints

» Optimize the process

It can help organisations develop a safety management system that includes receiving complaints and improving satisfaction.

» Become familiar with key features

- User registration and complaint submission
- Tracking, notifications, and agent interaction
- Assigning and routing complaints

Define your problem statement

What problems can this system help to solve? Identify core problems and reframe them for a better understanding. This will be the focus of your discussion.

→ Refine

How might we improve complaint resolution efficiency?

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⌚ 10 minutes

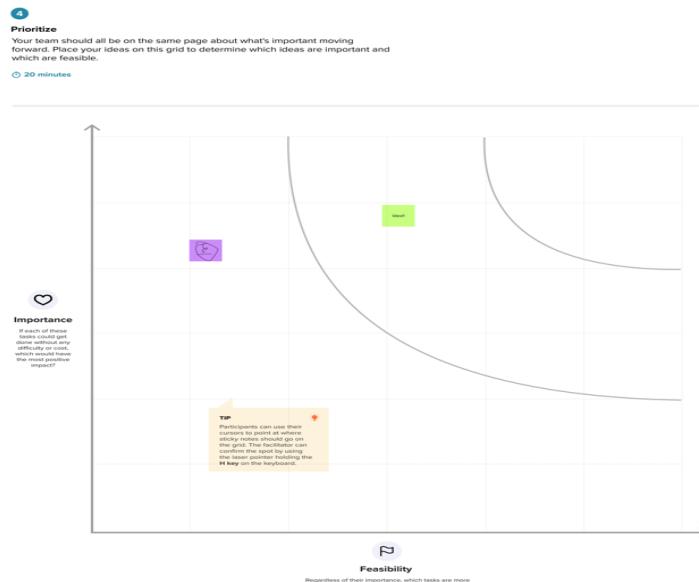
3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Step-3: Idea Prioritization: -



Rules of Brainstorming: -

Defer Judgment: Do not criticize or evaluate flavor ideas during the initial brainstorming phase. Even "bad" ideas can trigger brilliant, workable combinations.

Encourage Wild Ideas: Aim for unconventional, "crazy" combinations (e.g., pairing miso with chocolate). AI excels at identifying non-obvious, data-driven connections (such as aroma molecule overlaps) that human chefs might overlook.

Go for Quantity: Generate as many ideas as possible. The goal is to have a high volume of potential combinations to sift through later.

Build on Ideas of others: Use "Yes, and..." rather than "No, but...". Use the AI to expand on an initial, rough idea (e.g., "What if we add basil to that mango.

There are some other rules are found for brainstorming as shown in below figure: -

- Stay focused on the topic
- Be visual

