

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	28 oct 2023
Team ID	<a href="#">NM2023TMID01569</a>
Project Name	Food Tracking system
Maximum Marks	4 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/empathy-map-canvas>

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

Template



### 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

- ➡

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

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

**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

FOCUS ON

How might we [your problem statement]?

55

#### 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

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### Brainstorm

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

⌚ 10 minutes

TP

You can select a sticky note and hit the pencil icon to select it, then to start drawing!

#### Person 1

3  
• Displays the food item's information and description for the customer. Easy to manage the Food Item, Category more effectively.

• It focuses on keeping track of order's data and transactions.

Manage the food item's information.

#### Person 2

Improvements in editing, adding, and updating records lead to proper resource management of food item data.

Manage the order's information by combining all Confirm Order data.

Based on products and components.  
• Easily creating and altering issues.

#### Person 3

Issue List can be queried in any detail.  
• Reporting & Charting in a more thorough manner.

User accounts are used to manage access and uphold security.  
• Straightforward status & resolutions.

• Priorities and severity levels at various levels as well as targets and milestones for the programmers to follow.

#### Person 4

Attachments & Additional Comments for more information.  
• A solid database back end.

Various levels of reports are provided with many filtering options.  
• It has more storage space.  
• Accuracy in the work.

Information retrieval is simple and quick, nicely crafted reports.  
• Reduce the workload of the person using the current manual system.  
• Individual access to any information.

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### 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

TP

Add a sentence-like label to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Based on products and components. • Easily creating and altering issues. • Issue List can be queried in any detail. • Reporting & Charting in a more thorough manner. • User accounts are used to manage access and uphold security. • Straightforward status & resolutions. • Priorities and severity levels at various levels as well as targets and milestones for the programmers to follow. • Attachments & Additional Comments for more information. • A solid database back end. • Various levels of reports are provided with many filtering options. • It has more storage space. • Accuracy in the work. • Information retrieval is simple and quick, nicely crafted reports. • Reduce the workload of the person using the current manual system. • Individual access to any information. • Work progresses quickly. Simple information updates.

Provides search options based on a variety of criteria, like Food Item, Customer, Order, and Order Confirmation. • Online food ordering systems also manage payment information for order details, order confirmation details, and food items online. • It keeps track of all the data regarding Categories, Payments, Orders, etc. • Manage the category's details.

Displays the food item's information and description for the customer. Easy to manage the Food Item, Category more effectively. • It focuses on keeping track of order's data and transactions. • Manage the food item's information. • Improvements in editing, adding, and updating records lead to proper resource management of food item data. • Manage the order's information by combining all Confirm Order data

## Step-3: Idea Prioritization



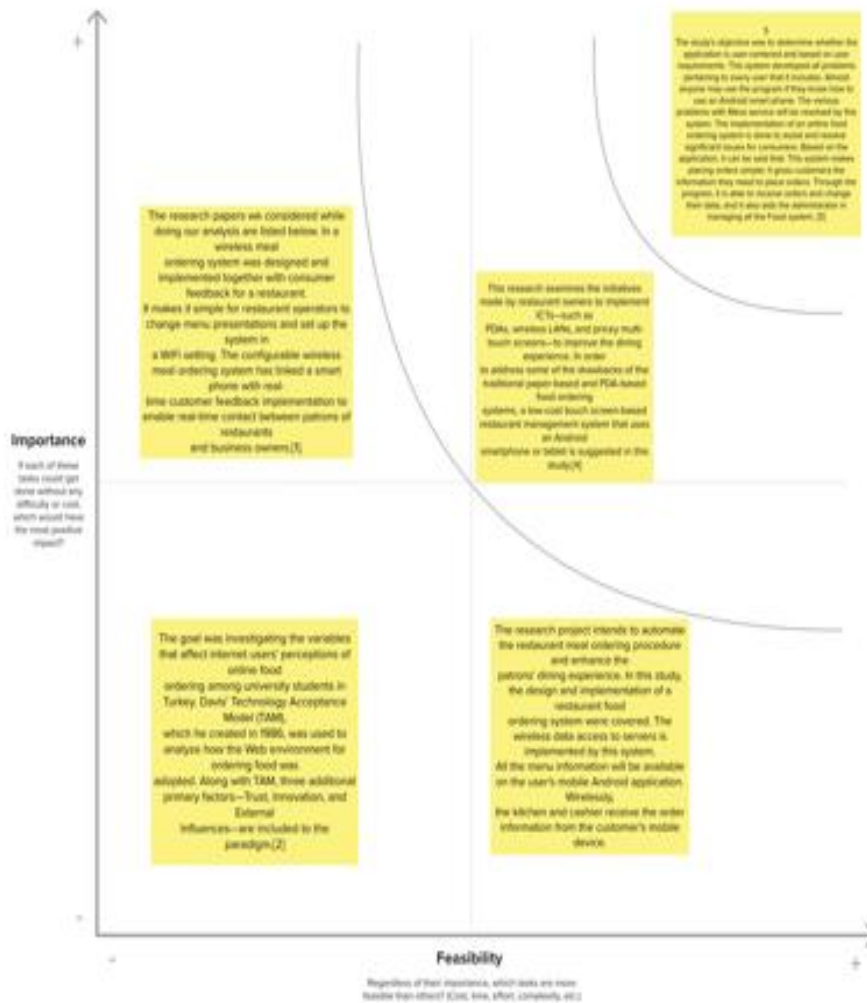
### Prioritize

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

19

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the need by using the laser pointer resting 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



##### Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



##### 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 →](#)



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