

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS66319
Project Name	Flavour Fusion: Ai-Driven Recipe Blogging
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

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

Brainstorm & Idea Prioritization for Flavour Fusion

Use this brainstorming session to identify challenges faced in recipe blogging and explore how Generative AI can automate routine content creation. The goal is to define a clear problem statement and select the most impactful solution idea for development.

Brainstorming

- 1. What is the problem?
- 2. What are the challenges?
- 3. What are the goals?

Define your problem statement

What problem are you solving? How is your experience different from the current state? What is the impact of the problem?

Key Discussion Questions

- Focus on automation
- Generate ideas through brainstorming
- Discuss the impact of the solution
- Generate relevant ideas
- Rank ideas based on impact

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorming

What are the challenges faced in recipe blogging and explore how Generative AI can automate routine content creation. The goal is to define a clear problem statement and select the most impactful solution idea for development.

Idea Listing and Grouping

Use this section to list and group ideas generated during the brainstorming session. Focus on ideas that are relevant to the problem statement and have a high impact.

Idea Listing

- Idea 1: AI-generated recipe suggestions
- Idea 2: AI-generated recipe descriptions
- Idea 3: AI-generated recipe images
- Idea 4: AI-generated recipe videos
- Idea 5: AI-generated recipe audio
- Idea 6: AI-generated recipe text
- Idea 7: AI-generated recipe links
- Idea 8: AI-generated recipe tags
- Idea 9: AI-generated recipe categories
- Idea 10: AI-generated recipe subcategories

Idea Grouping

- Group 1: AI-generated recipe suggestions
- Group 2: AI-generated recipe descriptions
- Group 3: AI-generated recipe images
- Group 4: AI-generated recipe videos
- Group 5: AI-generated recipe audio
- Group 6: AI-generated recipe text
- Group 7: AI-generated recipe links
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- Group 9: AI-generated recipe categories
- Group 10: AI-generated recipe subcategories

Step-3: Idea Prioritization

