

## 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

The image displays three panels of a digital template. The left panel is titled 'Brainstorm & idea prioritization for Flavour Fusion' and includes a brief description of the session's purpose. The middle panel is titled 'Make Your Checklist' and lists several items such as 'Define Problem Statement', 'Define User Personas', and 'Define Key Stakeholders'. The right panel is titled 'Define your problem statement' and features a large text input field for users to enter their problem statement, with a 'Next Step' button below it.

#### Step-2: Brainstorm, Idea Listing and Grouping

The image displays two panels of a digital template for idea listing and grouping. The left panel shows a grid of yellow sticky notes organized into four columns labeled 'Phase 1', 'Phase 2', 'Phase 3', and 'Phase 4'. The right panel shows a similar grid with columns labeled 'Idea Categories', 'Idea Details', and 'Notes'.

### Step-3: Idea Prioritization

