

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS66233
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

Template

Brainstorm & idea prioritization for Flavour Fusion

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

- 👤 10 minutes to prepare
- 👥 15-20 team members
- 💡 4 topics to discuss

Before Team Discussion

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- 📄 10 minutes

- **Brainstorming**
All team members discuss current issues to reduce ingredients and content creation.
- **Set this goal**
"Reduce recipe blog writing is time-consuming and repetitive."
- **Tool Selection**
 - Generative AI
 - Google's PaLM API ready for AI generation

Define your problem statement

What problem are we solving?

How can we use Generative AI to automatically generate structured and customizable recipe blogs for users?

- 📄 5 minutes

Key Discussion Guidelines

- ✓ Focus on automation
- ✓ Prioritize user-friendly interface
- ✓ Ensure fast AI response
- ✓ Maintain content quality
- ✓ Keep implementation simple

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

We'll share ideas like foodies and use ingredients that suit your diet, add them to our ongoing cooking demonstration.

10 minutes

Person 1

Generate recipe topic (recipe topic)	Identify recipe ingredients
Generate recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 2

Generate recipe topic (recipe topic)	Identify recipe ingredients (recipe ingredients)
Generate recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 3

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 4

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Group ideas

Take time to share your ideas off the clustering and use as needed notes as you go. Once all 10 ideas are shared, we'll group them into 3 clusters of 3 ideas each. If you have more than 10 ideas, you can add more to the clusters.

10 minutes

Core Application

Recipe topic input	Word count selection	Structured recipe output
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AI Integration

Generate Recipe API	Prompt design	Parameter tuning
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User Experience

Clean UI	Fast response time	Easy accessibility
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Future Enhancements

Multi-language support	Image generation	User accounts
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Person 5

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 6

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 7

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 8

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 9

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Person 10

Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)
Identify recipe ingredients (recipe ingredients)	Identify recipe ingredients (recipe ingredients)

Step-3: Idea Prioritization

Feature Prioritization (Importance vs Feasibility)

30 minutes

After you collaborate

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

Quick additions

☐ Share the result

Export your list to a pdf or image. You can also share it with your team.

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Keep moving forward

Strategy blueprint

Get the strategy overview view the way you want it.

Open the template

Customer experience journey map

Get the customer experience journey map view the way you want it.

Open the template

Strategic, marketing, opportunities & threats

Get the strategic, marketing, opportunities & threats view the way you want it.

Open the template