

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18-FEB- 2026
Team ID	LTVIP2026TMIDS65602
Project Name	Cafeteria Menu Display
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Project: Cafeteria Menu Display

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

1. Introduction

The Cafeteria Menu Display System was conceived to resolve daily communication and operational inefficiencies in how cafeteria menus are managed and shared in large institutions. In most cases, menus are manually updated or communicated via static emails or boards. This leads to outdated information, confusion around food choices, and reduced employee engagement.

To modernize this system, the project envisions a digital solution integrated with existing infrastructure (like ServiceNow), enabling real-time updates, scheduling, approval flows, and personalized meal insights.

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

- **Objective:** Collaborative effort to make cafeteria menus visible and accessible through a smart display system.
- **Action Plan:**
 - **Form Team** – Involve cafeteria staff, developers, and designers.
 - **Gather Needs** – Understand how menus are created and updated.
 - **Design Display** – Plan a clean and easy-to-read interface.
 - **Develop System** – Build and connect backend + frontend.
 - **Test & Launch** – Run a trial, gather feedback, and go live.

Final Problem Statement:

How might we enhance the experience and management of cafeteria services within an organization by using a digital menu display system that provides real-time updates, improves accessibility, and reduces manual overhead?

Step 2: Brainstorming, Idea Listing, and Grouping

Objective: Generate creative ideas to enhance user experience and administrative control.

Timebox: 20-30 minutes

Sample Idea Table:

Idea	Category	Notes
Weekly menu scheduling in advance	Automation	Admins can pre-schedule menus in advance
User dietary preference filters	Personalization	Show options based on vegetarian, vegan, etc.
Feedback system for meals	Engagement	Users can rate meals and provide suggestions
Menu visibility via mobile/desktop	Accessibility	Cross-platform UI for easy viewing
Calorie and nutrition info per item	Health Insights	Supports health-conscious choices
Integration with employee calendars	Smart Scheduling	Suggest best mealtime slots

Grouped Themes:

- **Smart Automation:** Menu scheduling, approval workflows.
- **User Personalization: Filters** for dietary needs, ratings.
- **Health & Engagement:** Nutrition info, user feedback.
- **Sustainability:** Waste alerts, trend analysis.
- **Cross-Platform Access:** Desktop, mobile, kiosks.

Step 3: Idea Prioritization

Method: ICE Scoring (Impact, Confidence, Ease)

Impact vs Effort

Idea	Impact (1-5)	Effort (1-5)	Notes
Real-time menu updates	5	2	Core feature, easy to implement
Dietary preference filtering	4	3	Valuable for users with restrictions
Feedback and rating system	4	2	Promotes engagement and improvement
Integration with HR calendar	3	4	Enhances planning, higher dev effort
Nutrition and calorie details	5	3	Boosts health awareness

Top Prioritized Ideas:

- Real-time updates
- Feedback systems
- Dietary filters for MVP development.

Conclusion

The ideation phase revealed strong alignment between user needs and digital transformation goals. Through structured brainstorming and prioritization, a set of high-

impact features were identified for initial implementation. These ideas will drive the Requirement Analysis Phase, where technical specifications and implementation planning begin.