

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID53168
Project Name	HouseHunt: Finding Your Perfect Rental Home
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/brainstorm-and-idea-prioritization>

#### 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

How might we help users quickly and confidently find rental homes that fit their lifestyle, budget, and preferences in a specific area?


🕒 5 minutes

🎯 How might we (your problem statement)?

#### Key rules of brainstorming

To run a smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual



#### Need some inspiration?

Get a focused session of idea generation by browsing past work.

[Open inspiration](#)

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

2

### Brainstorm

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

🕒 10 minutes

Person 1

Write down your idea

Person 2

Write down your idea

Person 3

Write down your idea

Person 4

Write down your idea

Person 1

Person 2

Person 3

Person 4

→

Person 1

Person 2

Person 3

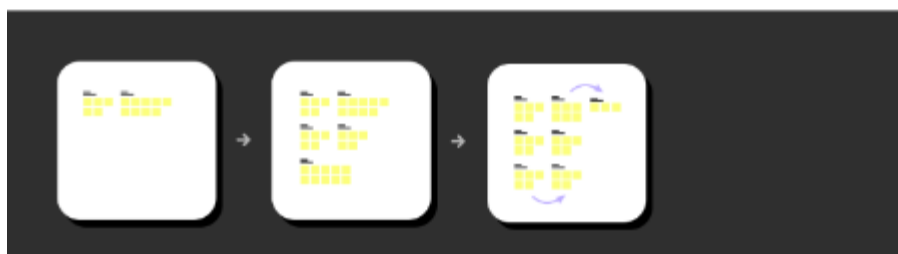
Person 4

3

### 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



### Step-3: Idea Prioritization

4

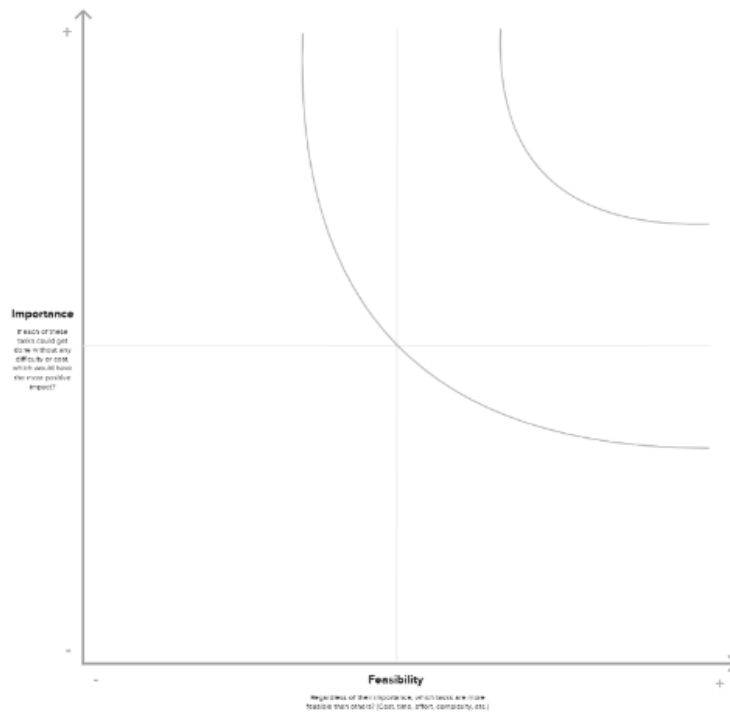
### Prioritize

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

#### TIP

Participants can use their cursor to point at where they want to go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **key** on the keyboard.



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### 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

- 1 **Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2 **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 →](#)

