

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS87694
Project Name	EV Battery Performance and Range Monitoring System
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

The screenshot shows the 'Brainstorm & idea prioritization' template. It includes a sidebar with a lightbulb icon and a summary of the session: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'. The main content area is divided into three columns:

- Before you collaborate:** A section with a timer icon and the text 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' It includes a '10 minutes' timer icon.
- Define your problem statement:** A section with a timer icon and the text 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' It includes a '5 minutes' timer icon.
- Key rules of brainstorming:** A summary of six rules:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⌚ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize your notes as themes within your mural.

Step-3: Idea Prioritization

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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

Importance
If each of these tasks could get done without any other task, which would have the most positive impact?

TIP
Participants can use their cursors to point at where they think their idea should go on the grid. The facilitator can confirm the spot by using the laser pointer and hitting the H key on the keyboard.

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)