

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 June 2025
Team ID	LTVIP2025TMID48991
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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

This brainstorming session is focused on finding creative, relatable solutions to help people reduce daily smartphone distractions during work or study. We'll be working together to unleash ideas, organize them, and select the most promising one to develop further.

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

Participants for this session:

- Vorn
- Marphos
- Piondu
- Mingsi Set

All team members are informed about the session topic. We've shared pre-information about smartphone distractions in daily life and their effects on productivity.

Set the goal

Goal of this session: Generate practical, creative ideas to solve the problem of smartphone distractions affecting workplace focus.

Learn how to use the facilitation tools

We will be using the Mural template to write, group, and prioritize ideas. Sticky notes - Notes, Clustering will help us identify themes. The usability vs. importance matrix will guide our priorities.

1 Define your problem statement

How might we reduce daily smartphone distractions to improve focus at work or study?

5 minutes

PROBLEM

How might we reduce daily smartphone distractions to improve focus at work or study?

Key rules of brainstorming

To run an smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

🧠 "How might we reduce daily smartphone distractions to improve focus at work or study?" Think of creative, practical, or even wild ideas – no idea is too small or too silly!

🕒 10 minutes

Person 1

- App that locks specific distracting apps for selected time slots with an emergency unlock feature
- Focus mode app that rewards users with discount coupons for staying distraction-free

Person 2

- A smartphone case with a built-in NFC chip that automatically puts your phone in 'Do Not Disturb' mode when placed on your desk
- Desktop/laptop software that syncs with your phone and temporarily disables notifications during work hours

Person 3

- Smart wireless charger that locks notifications while the phone is charging during work time
- Personalized AI assistant that reminds you gently when you're switching between apps unnecessarily

Person 4

- Social challenge app: Compete with friends to see who can stay off social media the longest
- Browser extension that blocks social media sites during working hours, customizable by user

3 Group ideas

Take turns sharing your ideas with a cluster no smaller 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

App Ideas

- App that locks distracting apps
- Focus mode app with rewards
- Browser extension to block websites
- Social challenge app to stay off social media

Physical Product Ideas

- Smartphone NFC case with DND mode
- Smart wireless charger that disables notifications

Automation & AI Ideas

- AI assistant that warns when switching apps unnecessarily
- Desktop software syncing with smartphone to block notifications

Step-3: Idea Prioritization

4 Prioritize

Now that we've grouped our ideas, it's time to prioritize. Use the grid to map each idea based on two things:

- Importance (Y-axis):** How much this idea solves the problem.
- Feasibility (X-axis):** How easy it is to make this idea happen.

🕒 20 minutes

High Feasibility + High Importance:

- App that locks distracting apps with emergency unlock
- Browser extension that blocks social media sites during work

Medium Feasibility + High Importance:

- App that locks distracting apps with emergency unlock
- Browser extension that blocks social media sites during work

Low Feasibility + High Importance:

- Smartphone case with NFC to trigger DND automatically
- Smart wireless charger that locks notifications during work