

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 June 2025
Team ID	LTVIP2025TMID58003
Project Name	FlightFinder:Navigating Your Air Travel Options
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.

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.


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Define your problem statement

in today's fast-paced world, businesses face challenges in finding, comparing, and making rights efficiently through a single platform. traditional methods of gathering partners, make it difficult to access, machine right discussion, manage savings, and make plans to security.

🕒 5 minutes


**PROBLEM**


How might we [your problem statement]?





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

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

🕒 10 minutes

TIP You can select a sticky note and not the panel (click to select) icon to start drawing!



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

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

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

