

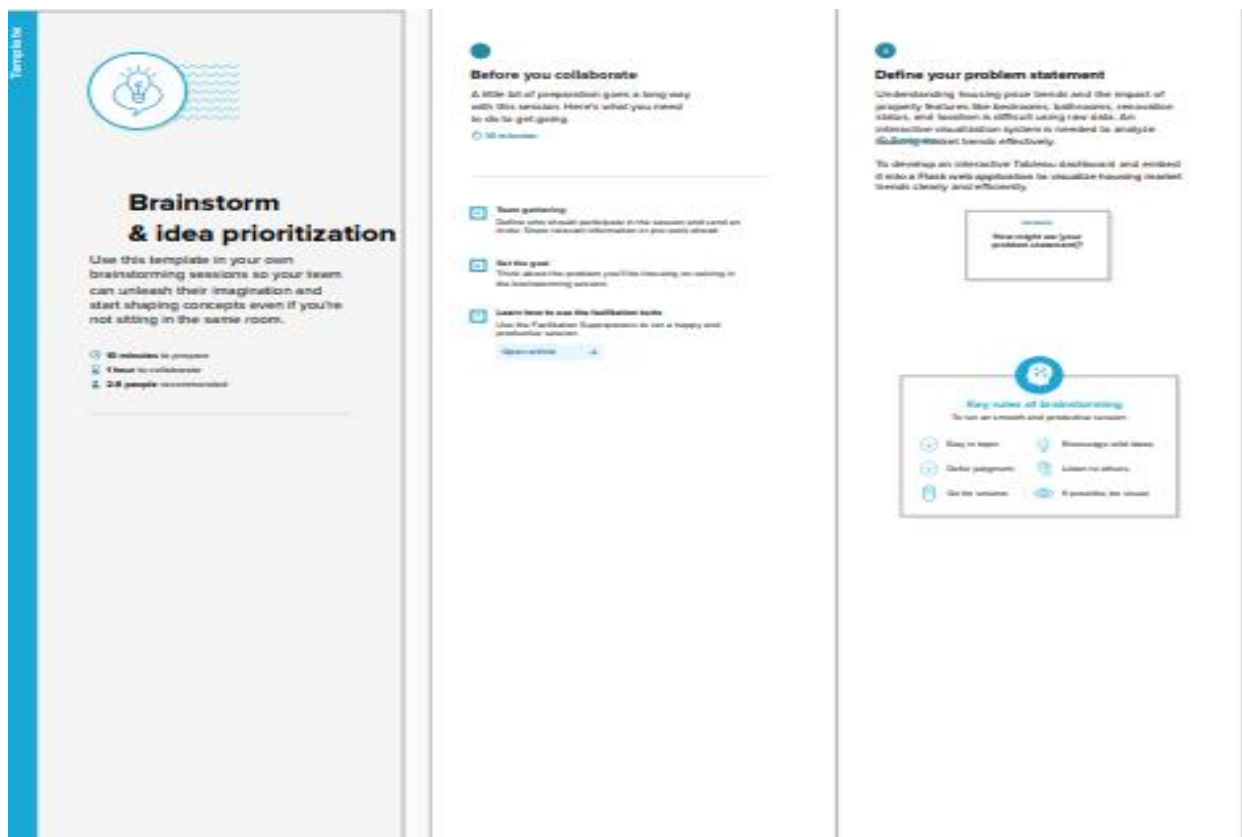
# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS35196
Project Name	<b>Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth</b>
Maximum Marks	4 Marks

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

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



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

## 3

## Brainstorm

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

 10 minutes

The researchers study some  
aspects of the participants to  
identify what to start drawing


### Person 1

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Person 2

Year	2000	2001	2002
2000	100	100	100
2001	100	100	100
2002	100	100	100

Person 3



#### Person 4

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Person 4

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## Appendix B

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Person 1

Page 10

### Person 8



## 1

### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all study notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six study notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**Tip** Add a customer's name to every card to make it more personal. Include names, addresses and companies. Important items to include on your card:

Type your heading...

## Step-3: Idea Prioritization

1

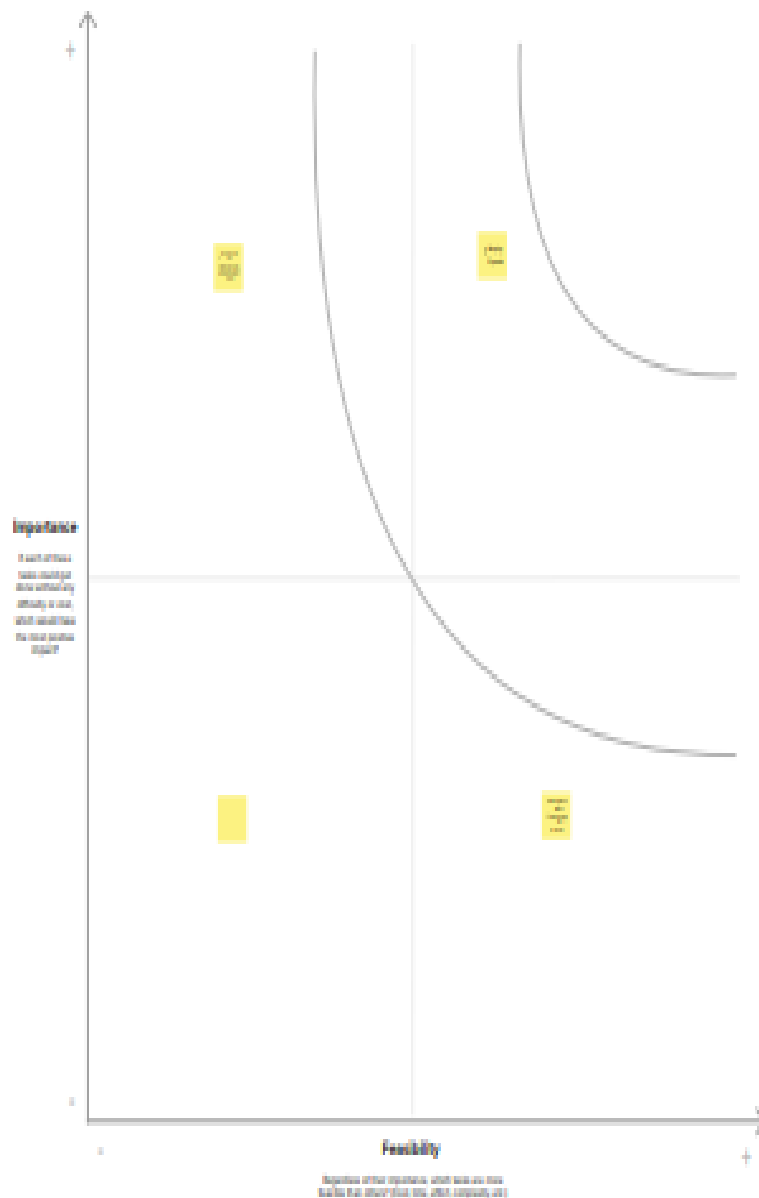
### Prioritize

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.

⌚ 30 minutes

Tip

Participants can use their scorecards to point at where they think should go on the grid. The facilitator can confirm the spot by using the scorecard holding the stamp on the background.



2

### 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

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to share in emails, include in slides, or save to 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](#)

