

# 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

The screenshot shows a collaborative workspace for a 'Brainstorm & idea prioritization' session. On the left, there's a sidebar with a blue vertical bar labeled 'Template'. The main area has three columns:

- Before you collaborate:** A section with a lightbulb icon and a brief description: "A little bit of preparation goes a long way with this session. Here's what you need to do for get going." It includes a timer icon and a note: "10 minutes".
- Define your problem statement:** A section with a lightbulb icon and a brief description: "Understanding housing price trends and the impact of property taxes on the middle-class, businesses, real estate sellers, and buyers is critical using raw data, but visualization techniques like infographics are needed to analyze it using efficient tools effectively." It includes a timer icon and a note: "10 minutes" and a box asking "What's the right size for your problem statement?"
- Key values of ideation meeting:** A section with a lightbulb icon and a brief description: "The key are a smooth and productive session." It lists six values with icons:
  - Stay on topic
  - Encourage wild ideas
  - Clarify questions
  - Listen to others
  - Use the template
  - Be positive, be kind

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



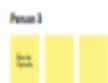
### Brainstorm

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

10 minutes



You can use a sticky note for the person who is identifying ideas to mark it as useful.



### 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



Ask stakeholders to group ideas in sticky notes to make it easier to find themes, impacts and opportunities from them in that as well as your tool.

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.

20 minutes

2

+

Participants can use this matrix to place their ideas onto the grid. The horizontal axis indicates its importance, while the vertical axis indicates its feasibility.

3

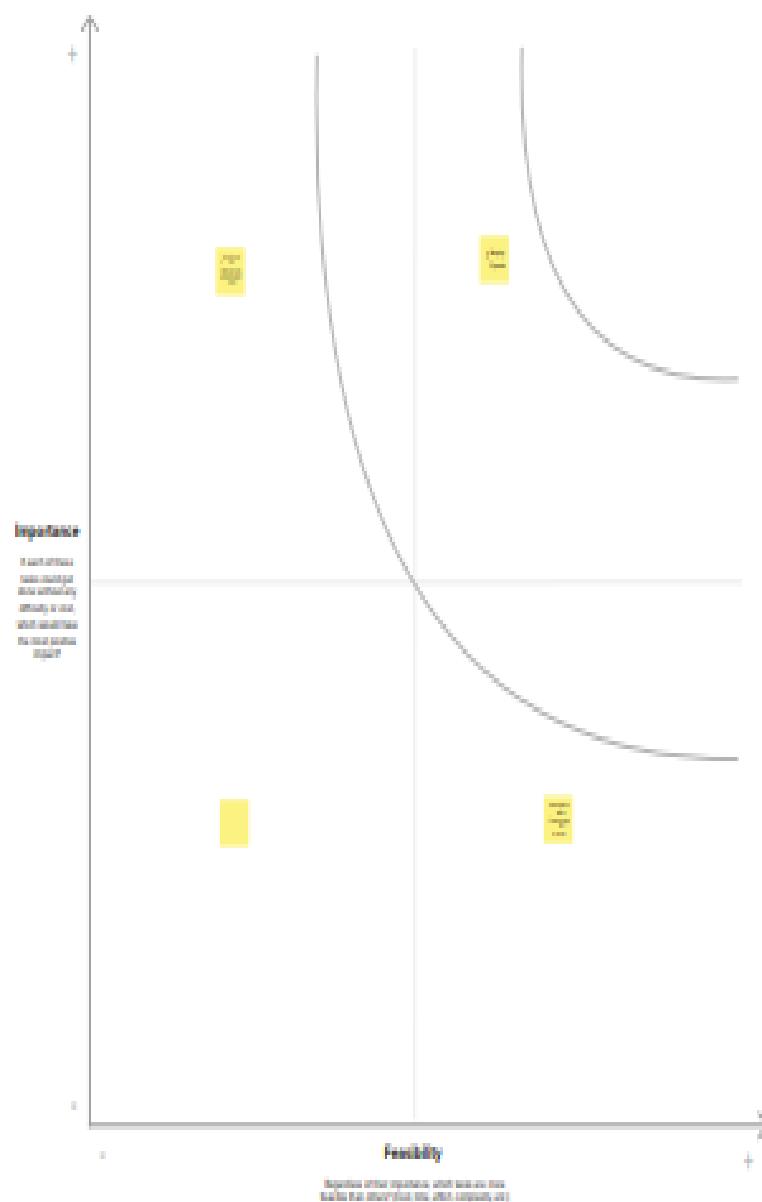
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4

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### After you collaborate

You can export the visual as an image or pdf to share with members of your company who might find it helpful.



### Quick add-ons

#### Share the visual

Share a view link to the visual with stakeholders to keep them in the loop about the outcome of the session.

#### Report the visual

Export a copy of the visual as a PDF or PPT to attach to emails, include in slides, or save in your files.

### 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 ↗](#)



**Strategic, audience, opportunity & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template ↗](#)

