

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	31 May 2025
Team ID	LTVIP2025TMID60743
Project Name	Sustainable Smart City Assistant Using IBM Granite LLM
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

The first step in any effective brainstorming session is assembling a diverse and motivated team. Collaboration plays a critical role at this stage, as varied perspectives help in understanding the problem from multiple angles. Open communication is encouraged to ensure that all voices are heard.

Selecting a precise and meaningful problem statement anchors the brainstorming process. It defines the scope, aligns the team's direction, and focuses the ideation effort toward a common goal. This statement should be specific enough to inspire actionable ideas while leaving room for creative exploration.



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
- 6 people

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**
We are team of 4 people
- Set the goal**
Our goal was to explore innovative, user-centered features that can make a smart city assistant effective in promoting urban environmental sustainability through creative, personalized, and visually engaging data tools.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

Problem

How might we help people in urban areas monitor and improve environmental sustainability using a smart, accessible digital assistant?

Key rules of brainstorming

To run an smooth and productive session

- 1 Stay in topic
- 2 Defer judgement
- 3 Go for volume
- 4 Encourage wild ideas
- 5 Listen to others
- 6 If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

Once the problem is defined, the team moves into ideation. This is a divergent thinking phase where quantity is valued over quality — the aim is to generate as many ideas as possible, regardless of feasibility at this stage. Creativity, spontaneity, and free association are encouraged.

Ideas are typically documented using visual tools like sticky notes or digital whiteboards. After sufficient idea generation, the team begins to organize them into thematic clusters. Grouping helps in

identifying patterns, redundancies, and categories that can inform later prioritization. This step ensures that related ideas are evaluated together, and it highlights emergent concepts.

2

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

Person 1

Person 2

Person 3

Person 4

TIP

You can select a sticky note and hit the pencil button to select it (don't 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

Group 1: Core Functionalities

- Real-time AQI monitoring
- Energy visualizer
- City selector
- Eco tips
- Water alert system
- Dashboard eco-score

Label: *Essential user features for environmental monitoring and data engagement.*

Group 2: User Experience & Design

- Severity-based colors
- Theme customization
- Smart notifications
- Toggle trend views
- Feedback module

Label: *Improves usability, clarity, and daily engagement through UI and controls.*

Group 3: Intelligence Layer

- Predictive alerts
- Report summarizer
- Chatbot
- Voice assistant
- Carbon estimator

Label: *Adds intelligence, automation, and contextual help using AI.*

Group 4: Localization & Behavior

- Language options
- Local events
- Green commute tips
- Education panel
- Weekly summary emails

Label: *Targets local relevance, user behavior change, and broader awareness.*

TIP

Add sub-headers to help to share ideas to make it easier to find, organize, and categorize important ideas as ideas within your cluster.

Step-3: Idea Prioritization

After grouping, the team transitions into convergent thinking. This involves evaluating the ideas based on factors such as impact, feasibility, resource requirements, and alignment with project goals. A common tool used here is the Impact vs. Effort matrix, which helps categorize ideas into:

- Quick Wins (High impact, Low effort)
- Major Projects (High impact, High effort)
- Fill-ins (Low impact, Low effort)
- Time Wasters (Low impact, High effort)

This prioritization enables strategic decision-making, helping the team focus on ideas that deliver maximum value within available constraints. The final outcome is a clear, actionable set of prioritized ideas ready for implementation or further exploration.

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

