

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID47631
Project Name	Measuring the pulse of prosperity: An Index of economic freedom analysis
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



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

- 1. Team gathering: Decide who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 2. Set the goal: Define the problem you'll be focusing on solving in the brainstorming session.
- 3. Learn how to use the facilitation tools: Use the facilitation superpowers to run a happy and productive session.

[Open article](#)

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 enable individuals—especially in rural and informal sectors—to access and benefit from economic freedom by making policy tools, data, and opportunities more inclusive, transparent, and region-specific?


Key rules of brainstorming


for more successful and productive sessions


 Stay in topic.


 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?

Open a Pinterest stream of this template and discover your next session.

[View example](#)

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

TIP You can use a sticky note and flip the card to check in with your team.

10 minutes

Trend Line for tracking economic freedom changes over time

Bar Chart comparing sub-indices like regulatory transparency

Freedom Score Calculator based on selected indicators

Prosperity Heatmap showing regional economic freedom scores

Dashboard Walkthrough for first-time users

Bar Chart comparing sub-indices like regulatory transparency

Funnel Chart illustrating drop-offs from policy to access

Persona Story Points integrated into Tableau dashboard

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.

TIP Ask a collaborator to help you with the sticky notes to make it easier to find, move, organize and compare ideas with your team.

20 minutes

Regional Prosperity Heatmap

Funnel Chart: Policy Availability → Real Access

Bar Chart of economic sub-index comparison

Persona Story Points (migrant, entrepreneur, etc.)

Word Cloud of Citizen Sentiments

Rural vs. Urban Comparison Toggle

Language Toggle to switch between English and regional languages

Voice-Assisted Navigation or tooltips for users with low digital literacy

Data Snapshot Downloads so users can take region-specific insights offline

Freedom Score Calculator (custom weighting of factors)

Policy Simulation View (impact of reforms)

Policy Simulation View (impact of reforms)

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

Participants can use their own ideas to fill out the grid. The facilitator can also use the grid to help the team decide which ideas to move forward with.

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 team members 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 attach to emails, include in decks, or save in your drive.

Keep moving forward

Strategy support

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 →