

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS55802
Project Name	Gemini historical artifact description
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.

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

The screenshot displays a template for a 'Brainstorm & Idea Prioritization' session. On the left, there's a sidebar with a blue vertical bar labeled 'Template'. The main area is divided into three columns:

- Before you collaborate:** This section includes steps for 'Team gathering' (defining participants and sending invites), 'Set the goal' (thinking about the problem), and 'Learn how to use the facilitation tools' (using Facilitation Superpowers). It also features a 'Template' icon and a '10 minutes to prepare' timer.
- Define your problem statement:** This section shows a 'PROBLEM' box with the question: 'How might we improve our product placement strategy to boost visibility and drive higher sales performance across both physical and digital platforms?'. It includes a '5 minutes' timer.
- Key rules of brainstorming:** This section lists six rules with icons:
 - Stay on 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 hit the pencil [switch to sketch] icon to start drawing!

DHARSHINKA

Use AI-based analytics

Partner with influencers

Leverage seasonal trends

Person 2



Person 3



Person 4



3

Group ideas

Cluster 1: Tech-Driven Placement Decisions

- Use AI-powered analytics to determine best product zones
We can use data and AI to identify the most effective product placement zones.

Cluster 2: Influencer-Integrated Placement

- Collaborate with influencers for subtle brand placement
We can improve placement visibility through influencer partnerships and lifestyle content.

Cluster 3: Seasonal & Trend-Based Positioning

- Align placement with seasonal buying behavior
We can adapt product placement strategies based on seasonal trends and customer buying patterns

TIP

Add customizable tags to sticky notes to make it easier to find. Improve organization by categorizing important ideas as themes within your mural.

⌚ 20 minutes

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

TIP
Participants can use their cursor to point at where they think each idea sits and confirm the score by using the H key on the keyboard.

