

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 June 2025
Team ID	LTVIP2025TMID34982
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
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:  MURAL

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
- 3-6 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

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2 Get the goal

Think about 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 have happy and productive sessions.

[Open article](#)



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

PREPARE

Send an invite to your facilitator and invitees to share information and prepare. The pre-work includes learning to use the facilitation tools, sharing information, and preparing to have a productive session.



Key rules of brainstorming

Keep it simple and productive session

- 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

Brainstorm

⌚ 10 minutes

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

The diagram illustrates the distribution of 8 people across 8 rooms. Each person is associated with a set of rooms they can enter, represented by colored boxes:

- Person 1:** Can enter Room 1 (green), Room 2 (blue), and Room 3 (red).
- Person 2:** Can enter Room 2 (blue), Room 3 (red), and Room 4 (yellow).
- Person 3:** Can enter Room 3 (red), Room 4 (yellow), and Room 5 (purple).
- Person 4:** Can enter Room 4 (yellow), Room 5 (purple), and Room 6 (orange).
- Person 5:** Can enter Room 5 (purple), Room 6 (orange), and Room 7 (pink).
- Person 6:** Can enter Room 6 (orange), Room 7 (pink), and Room 8 (grey).
- Person 7:** Can enter Room 7 (pink) and Room 8 (grey).
- Person 8:** Can enter Room 8 (grey).

Group ideas

🕒 20 minutes

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Step-3: Idea Prioritization

4

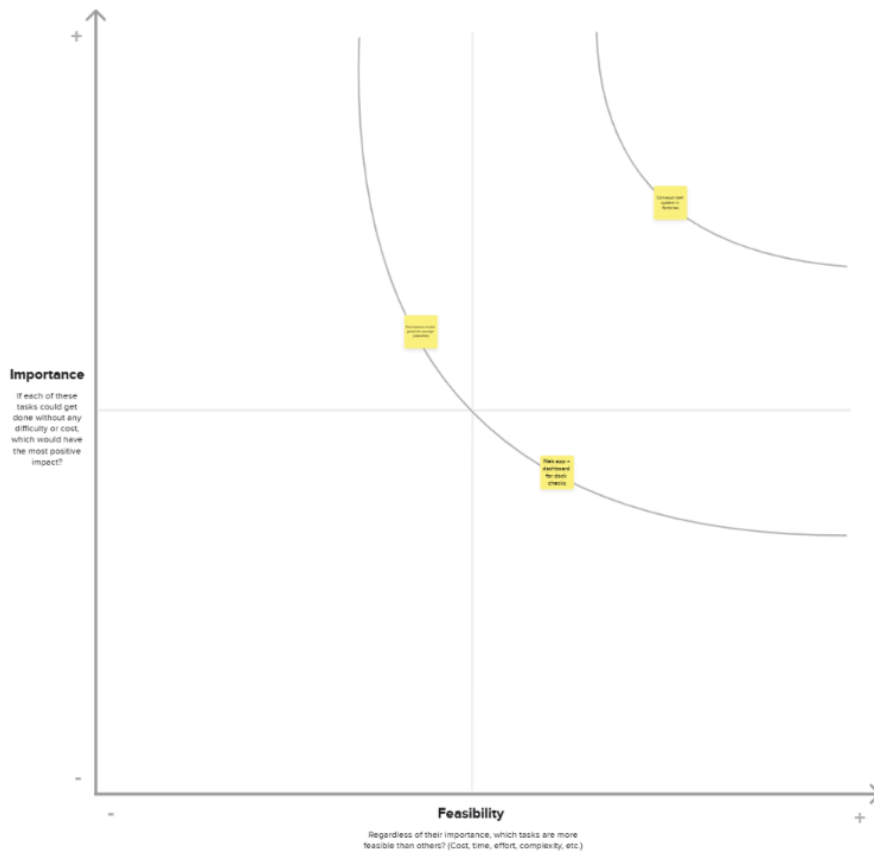
Prioritize

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 cursors 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.



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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 attach to emails, include in slides, or save in 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 →](#)