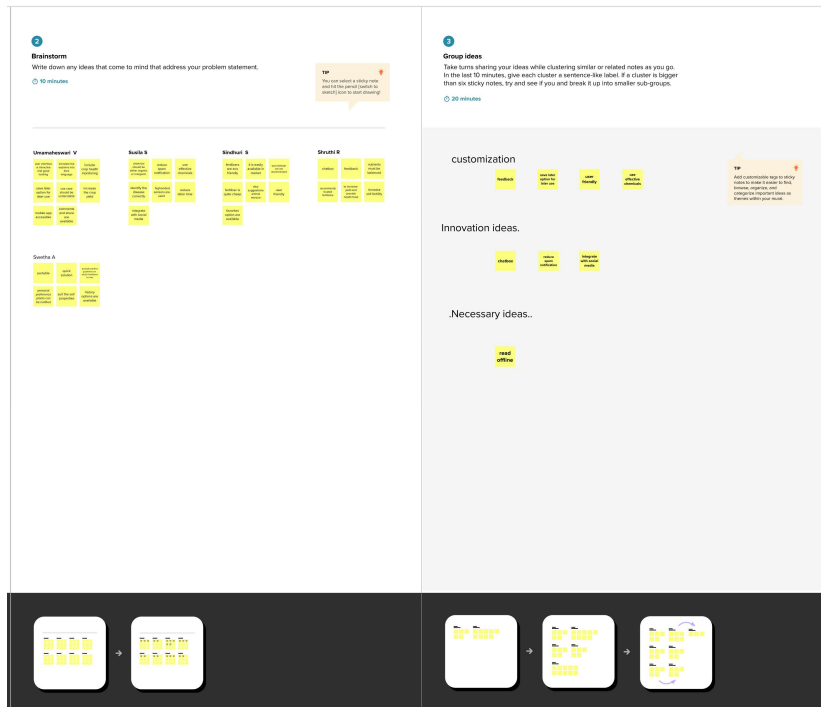


Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

