

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS47869
Project Name	Asset management portal
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

The screenshot shows the 'Brainstorm & idea prioritization' template. It includes a sidebar with preparation steps and a main panel with a 'PROBLEM' section and key rules of brainstorming.

**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 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

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

**B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.  
[Open article](#)

**PROBLEM**  
How might we [your problem statement]?

**Key rules of brainstorming**  
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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!

**3**

**Group Ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

**TIP** Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize your notes 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 they want their idea to go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

**Importance**

If each of these tasks could get done without any support from others, which would have the most positive impact?

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)