

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 June 2025
Team ID	LTVIP2025TMID36160
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
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..

This inclusive approach fosters innovation by allowing diverse perspectives to surface and evolve. It breaks down communication barriers and promotes equal contribution from all team members. By focusing on creativity before filtering ideas, teams can uncover unique solutions that might otherwise be overlooked. Whether remote or in-person, this method builds momentum and lays a strong foundation for meaningful, high-impact decision-making.

In the context of the Citizen AI Intelligent Engagement Platform, brainstorming empowers the team to reimagine how citizens interact with government services. Ideas can range from AI-powered chatbots to multilingual support systems, ensuring inclusivity and accessibility. By encouraging contributions from developers, analysts, and civic planners, the team uncovers diverse solutions rooted in real-world needs. Grouping ideas into themes like feedback analysis, real-time dashboards, and service automation helps streamline development. Prioritizing these based on impact ensures the most valuable features are delivered first. Remote collaboration tools like Mural enhance the experience, enabling seamless input from all stakeholders. This approach not only improves citizen satisfaction but also enhances transparency and government responsiveness. Through structured creativity, the team can transform complex civic challenges into smart, scalable solutions.

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

Template



Brainstorm & idea prioritization

Brainstorm & Idea Prioritization is a focused process where teams generate, group, and rank ideas to solve challenges creatively. It encourages open thinking, identifies patterns, and helps prioritize high-impact, feasible solutions aligned with project goals.

- ⌚ 10 minutes to prepare
- ⌛ 1 hour to collaborate
- 👤 2-8 people recommended

Before you collaborate

Align your team on the shared goal of improving citizen engagement through AI. Prepare key data, roles, and tools to ensure a focused, productive session.

⌚ 10 minutes

A Team gathering

Bring together stakeholders from government, tech, and citizen service departments. Ensure diverse perspectives to generate well-rounded AI-driven engagement solutions.

B Set the goal

Define how the AI platform will improve citizen interaction, feedback collection, and real-time service delivery.

C Learn how to use the facilitation tools

Explore templates and collaboration features to guide the team through brainstorming, idea grouping, and prioritization effectively.

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1

Define your problem statement

Citizens face delays and confusion when interacting with government services due to outdated, disconnected systems. The challenge is to streamline engagement using AI for timely, accurate, and personalized responses.

⌚ 5 minutes

PROBLEM

How might we use AI to make citizen interactions faster and easier through real-time replies and smart feedback analysis?



Key rules of brainstorming

To run an smooth and productive session

- ⌚ Stay in topic.
- 💡 Encourage wild ideas.
- 👤 Defer judgment.
- 👂 Listen to others.
- ⌚ Go for volume.
- 👁️ If possible, be visual.

Step 2: Brainstorm, Idea Listing, and Grouping

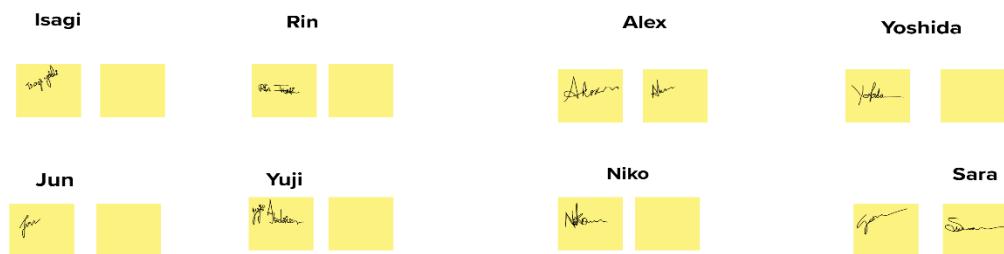
2 Brainstorm

Use an AI chatbot to instantly answer citizen queries and analyze feedback for service improvement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



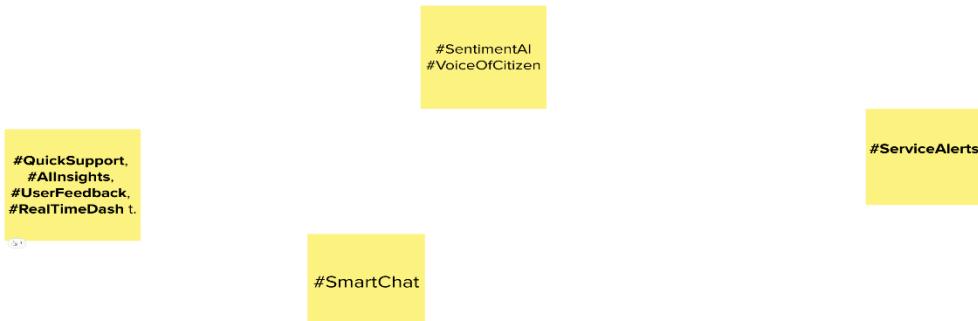
3 Group ideas

TaCluster ideas by purpose—like “Instant Help,” “Emotions Unlocked,” “Smart Records,” and “Insight Hub.” This sparks clearer vision and fuels creativity during prioritization.

⌚ 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

Prioritize ideas based on their impact on citizen experience and ease of implementation.

⌚ 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.

