

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 february 20226
Team ID	LTVIP2026TMIDS38385
Project Name	Toycraft Tales:Tableau's Vision Into Toy Manufacturer Data
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



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
 2-8 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

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.

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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


PROBLEM


How might we [your problem statement]?


**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

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 sticky) icon to start drawing!

Person 1	Person 2	Person 3	Person 4
<div>Sticky note 1</div> <div>Sticky note 2</div> <div>Sticky note 3</div>	<div>Sticky note 4</div> <div>Sticky note 5</div> <div>Sticky note 6</div>	<div>Sticky note 7</div> <div>Sticky note 8</div> <div>Sticky note 9</div>	<div>Sticky note 10</div> <div>Sticky note 11</div> <div>Sticky note 12</div>
Person 5	Person 6	Person 7	Person 8
<div>Sticky note 13</div> <div>Sticky note 14</div> <div>Sticky note 15</div>	<div>Sticky note 16</div> <div>Sticky note 17</div> <div>Sticky note 18</div>	<div>Sticky note 19</div> <div>Sticky note 20</div> <div>Sticky note 21</div>	<div>Sticky note 22</div> <div>Sticky note 23</div> <div>Sticky note 24</div>

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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 color-coded tags to sticky notes to make it easier to find, remove, organize, and categorize important ideas as themes within your mind.

Sticky note 1	Sticky note 2	Sticky note 3
Sticky note 4	Sticky note 5	Sticky note 6
Sticky note 7	Sticky note 8	Sticky note 9
Sticky note 10	Sticky note 11	Sticky note 12
Sticky note 13	Sticky note 14	Sticky note 15
Sticky note 16	Sticky note 17	Sticky note 18
Sticky note 19	Sticky note 20	Sticky note 21
Sticky note 22	Sticky note 23	Sticky note 24

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Prioritize

TNP

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.

20 minutes

