

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

The screenshot displays the 'Brainstorm & idea prioritization' template. It is divided into three main vertical sections:

- Left Column:** Contains a lightbulb icon and the title 'Brainstorm & idea prioritization'. Below it, a note says: '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.' It also lists preparation time: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.
- Middle Column:** Titled 'Before you collaborate', it includes a note: 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' It lists three steps:
 - 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.There is a 'Open article' button with a right-pointing arrow.
- Right Column:** Titled 'Define your problem statement', it includes a note: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' It lists a time requirement: '5 minutes'. A box labeled 'PROBLEM' contains the placeholder text 'How might we [your problem statement]?'. At the bottom, there is a section titled 'Key rules of brainstorming' with six rules, each accompanied by an icon:
 - 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 [Sketch to sketch] icon to start drawing!

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 handwritten tags to sticky notes to make it easier to find, measure, organize, and categorize important ideas as themes within your mind.



Step-3: Idea Prioritization



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 cursor 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.

