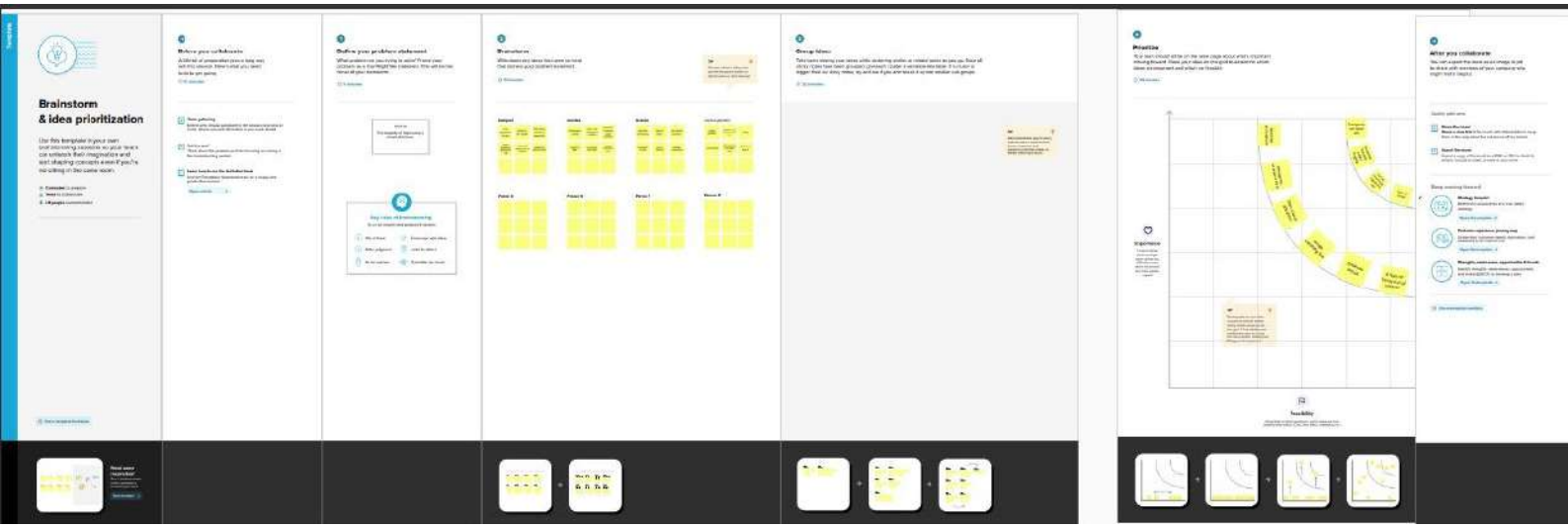
Brainstorm
& idea prioritization
Prioritize
Feasibility