**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 27-06-2025 |
| Team ID | LTVIP2025TMID57097 |
| Project Name | House hunt: finding your perfect rental home |
| 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.

References : https://drive.google.com/file/d/1UHOIGW\_H\_Y2fSoaVAFDDPCkeNLkykA9t/view?usp=drivesdk

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



A team gathering for problem -solving involves collaboration to define and select a clear problem statement .this process typically includes brainstorming, discussion ,and ultimately, ultimately, reaching a consensus on the most pressing issue to address. The problem statement serves as a concise description of the issue and its desired resolution, guiding the teams subsequent efforts.

Steps in team collaboration for problem statement selection:

1. Brainstorming:

The team generates a wide range of potential problems or areas for improvement. This can be done individually or collectively.

1. Categorization and prioritization:

The ideas generated are then categorized and prioritized. This might involve grouping similar problem. Identity root causes, or assessing the potential impact of each issues.

1. Problem Statement Definition:

A clear and concise problem statement is crafted. This statement should:

Clearly articulate the gap between the current situation and the desired outcome.

Be specific and focused, avoiding ambiguity.

Be measurable, if possible, to allow for tracking progress.

Advantages of team gathering for problem statement selection :

1. Diverse perspectives:
2. Enhanced Creativity and innovation
3. Shared ownership
4. Improved problem solving
5. Increased buy
6. Reduced errors

Disadvantages of team gathering for problem statement selection :

1. Potential for conflict
2. Time-consuming
3. Dominance by individuals
4. Groupthink
5. Unequal participation
6. Difficulty reaching consensus

**Step-2: Brainstorm, Idea Listing and Grouping**

**Brainstorming involves generating a wide range of ideas related to a topic, then grouping and refining them. Techniques and refining them. Techniques include mind mapping, listing, and using visual aids like images. This process helps in problem solving creative thinking and developing a deeper understanding**

Advantages:

Structured and organized:

Lists allow for a clear and organized presentation of ideas, making it easier to categorize, prioritize , and compare them

Easy to refer back to:

A Written list is really accessible for review and reference during the brainstorming process and when evaluating ideas.

Facilitates analysis:

Lists can be easily analysis for patterns, gaps, and potential solutions, making it easier to refine and develop ideas.

Disadvantages

Can be limiting:

Relying solely on lists can restrict the flow of ideas, potentially leading to a narrow range of thinking

Less engaging:

Reading and writing list can be less stimulating than visual brainstorming sessions

Social loafing:

Some individuals May contributes less actively in a group setting relying on others to generate ideas

Information overload:

To many ideas can be overwhelming and difficult to process potentially hindering the selecting and refinement process

Time and resources intensive:

Brainstorming sessions especially those using visual aids can require significant time and resources for preparation and facilitation

Potential for misdirection:

The focus on quality over quality can sometimes lead to unproductive tangents or irrelevant ideas.

**Step-3: Idea Prioritization**  
AN idea prioritization matrix is a visual tool helps teams evaluate and rank ideas based on predefined criteria, allowing them to focus on the most impactful and feasible options. It’s a structured approach .

Advantages of idea prioritization:

By concentrating on the most impactful ideas, teams can achieve more with limited resources and time, leading to greater efficiency and faster results.

Improved resource allocation:

Prioritization helps in allocating resources to the most promising ideas, preventing wasteful spending on less valuable results.

Better decision making:

Prioritization frameworks provide a structured approach to evaluating ideas, making it easier to make informed decisions about which ones to pursue.

Enhanced team alignment:

A shared understanding of priorities fosters better collaboration and alignment among team members, ensuring everyone is working towards the same goals.

Reduced stress and uncertainty:

By clarifying what needs to be done first, prioritization can alleviates stress and anxiety associated with managing workload and complex projects.

Clear visual representation:

Prioritization matrices, like offers a clear visual representation of idea rankings, making it easier to understand and communicate priorities.

Disadvantages of idea prioritization

Time and resource intensive:

Developing and implementing advanced the process of creating and maintaining a prioritization matrix can be time consuming especially with large numbers of ideas or complex criteria.

Potential for bias :

If not carefully managed , the matrix can be susceptible to biases from team members involved in the prioritization process

Rigidity:

Can become rigid if not regularly reviewed an updated as circumstances change.

Dependence on accurate data:

The effectiveness of the matrix relies on the availability of accurate and reliable data for evaluation

Difficulty prioritization tasks within the same quadrant:

Teams may struggles of accurate and reliable carefully the matrix quality data for evaluation.

