

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 January 2025
Team ID	LTVIP2026TMIDS87961
Project Name	Educational Organisation Using ServiceNow
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 interface. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief description: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It also lists preparation time: "10 minutes".
- Define your problem statement:** This section includes a lightbulb icon and a brief description: "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 also lists preparation time: "8 minutes".
- Key rules of brainstorming:** This section includes a lightbulb icon and a title: "Key rules of brainstorming". Below it, a box lists five rules:
 - Stay on topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

At the bottom left, there is a large, empty white area labeled "How might we [your problem statement]?".

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 30 minutes

TOP TIP
Take notes in a single column, you can always go back and draw arrows between ideas later.

Person 1 Person 2 Person 3 Person 4
Person 5 Person 6 Person 7 Person 8

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes. If you go in the last 10 minutes, give each cluster a sentence-line label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 30 minutes

TOP TIP
Add importance tags to ideas based on impact to users, how feasible they are, and how much time it would take to implement before your deadline.

Person 9

Step-3: Idea Prioritization

