

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



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
3-8 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

1 Team gathering
Define who should participate in the session and send an invite. Share relevant information on pre-work ahead.

2 Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tools
Use the Facilitation Superpower 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 use your finger to move it around the grid during the brainstorming.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the next 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try splitting it up into smaller sub-groups.

20 minutes

Tip Add supporting tags to ideas based on what is known, the how, whether, separate, and compare/contrast notes to determine whether your idea is feasible.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Person 9

Step-3: Idea Prioritization

4 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

Importance

How much of these ideas would you like to implement? Which are the most important?

Feasibility

Regardless of how important, are resources available? Do you have the capability to do it?

Tip The top-right area is the most desirable. Ideas in the top-left area are important but not feasible. Ideas in the bottom-right area are feasible but not important. Ideas in the middle are a mix of importance and feasibility.