

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS65759
Project Name	Flight Finder
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 Mural Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a timer indicating 10 minutes. It contains three steps: A. Team gathering (Define who should participate), B. Set the goal (Think about the problem), and C. Learn how to use the facilitation tools (Use the Facilitation Superpowers). There is also a link to "Open article".
- Define your problem statement:** This section includes a timer indicating 5 minutes. It asks the user to frame their problem as a "How Might We" statement and provides a box for input: "PROBLEM How might we [your problem statement]?"
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
  - 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 [switch to sketch] icon to start drawing!

**Person 4**

**Group ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize your notes as themes within your mural.

## 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**  
If one of these tasks will get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

**TIP**  
Participants can use their cursor to point at where sticky notes will go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.