

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	16 June 2025
Team ID	LTVIP2025TMID21098
Project Name	Shopsmart: Your Digital Grocery
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages the ShopSmart team to creatively explore ideas that enhance the online grocery shopping experience.

Prioritizing volume over value, innovative and customer-centric ideas are welcomed and built upon, empowering every team member to contribute freely and shape the future of ShopSmart.

Use this updated template in your brainstorming sessions to collaborate remotely or in person and unlock fresh features, smarter solutions, and a more seamless digital grocery platform.

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  
👤 2-8 people recommended

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#### 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

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

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

**C** Learn how to use the facilitation tools  
Use the Facilitation Superpowers to run a happy and productive session.

Open article ➔

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#### 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

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PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

- 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

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### 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 icon to switch to sketch icon to start drawing!

Amar	Yuktesh	Person 3	Person 4
<div>Handwritten: "Handwritten" and "Sketch"</div>			

Person 5	Person 6	Person 7	Person 8

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### 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

Person 4

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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#### 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

