

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 December 2025
Team ID	
Project Name	Medifolio- Doctor Appointment Booking System
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

Template



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

●

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

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](#) →

1

Define your problem statement

Fresh graduates and job seekers struggle to find genuine freelance opportunities due to high commissions, lack of verified clients, and overcrowded platforms, which leads to frustration and missed income opportunities.

🕒 5 minutes

PROBLEM

How might we help fresh graduates and job seekers find trustworthy freelance opportunities without being overwhelmed or scammed?

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

As an individual developer, I brainstormed different ideas to understand how a doctor appointment booking system can solve real user problems. I listed all possible features that can make the appointment process easier for both patients and clinics. Some of the ideas included doctor search by specialization, real-time slot availability, secure patient login, appointment reminders, online cancellation, and a simple dashboard for clinics.

After listing the ideas, I grouped them into clear categories such as Patient Features, Doctor/Clinic Features, and System Automation. This grouping helped me understand which areas require more focus in the initial development and which features can be added in the later stages. By organizing the ideas, I was able to create a clear plan for building Medifolio effectively.

Group ideas

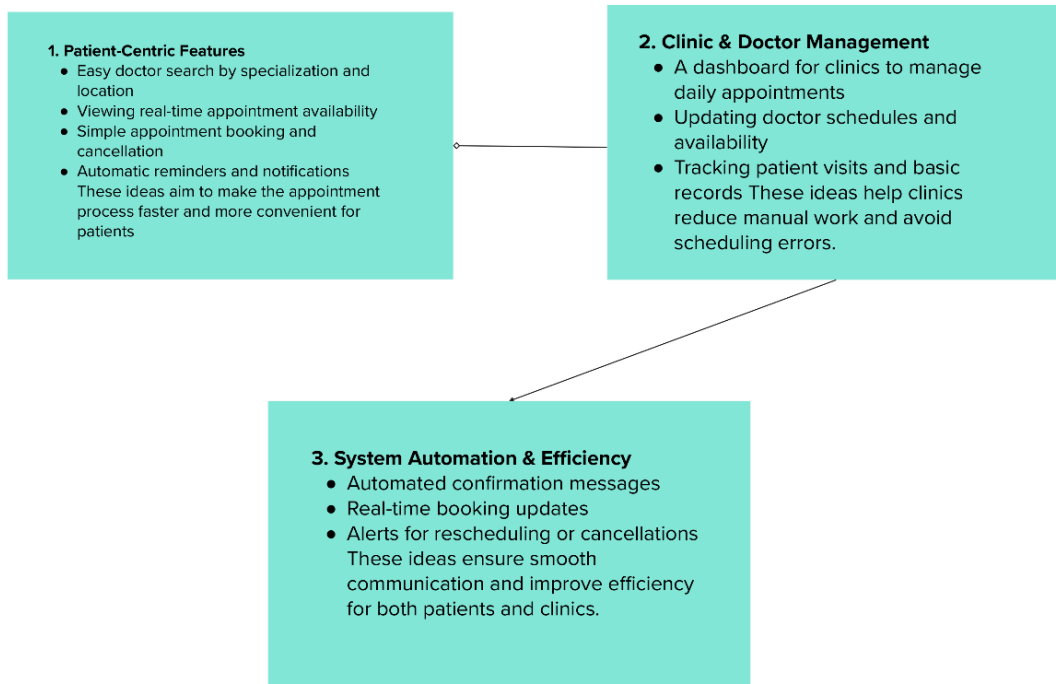
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

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

After listing all the ideas during the brainstorming phase, I organized them into clear and meaningful groups to understand the core focus areas of the Medifolio system. The ideas were grouped based on their purpose and the user needs they address.



Grouping the ideas in this way helped me understand the major functional areas and plan the project in a structured and practical manner.

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

TIP

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

