

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID42539
Project Name	Book Nest
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



## BOOK NEST PROJECT

**Before you collaborate**

- Identify the problem: Students and readers struggle to find affordable or free books nearby.
- Understand the user: Target audience includes college students, book enthusiasts, community readers.

**A Get an overview**  
Book Nest is a community-driven platform that enables users to donate, borrow, or exchange books within their local area. It promotes sustainable reading habits by connecting book lovers through a digital network.

**B Set the goal**  
Use a user-friendly digital platform to enable **book donation, borrowing, and exchanging** in local communities.

**C Learn how to use the facilitation tools**  
Listing raw ideas and sorting them into categories  
Prioritize feasible and high-value ideas  
Real-time collaboration and idea clustering

**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.

👂 Listen to others.

🗣️ If possible, be visual.

⏸️ Defer judgment.

🗒️ Go for volume.

## Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

TIP

You can select a sticky note and hit the pencil icon to start drawing!

LakshmiKanth

siddiq

trujana

sirisha

Person 5

Person 6

Person 7

Person 8

3

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.

## 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

