

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	10 Feb 2026
Team ID	LTVIP2026TMIDS42169
Project Name	BookNest
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 shows a digital template for a brainstorming session. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief introduction. It lists preparation steps:
  - 10 minutes to prepare
  - 1 hour to collaborate
  - 2-8 people recommended
- Define your problem statement:** This section is numbered 1 and contains a box labeled "PROBLEM" with the placeholder text "How might we [your problem statement]?".
- Key rules of brainstorming:** This section features a brain icon and a list of six rules with corresponding icons:
  - 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 hit the pencil [switch to sketch] icon to start drawing!

**Person 4**

**Person 5**

**Person 6**

**Person 7**

**Person 8**

**Person 9**

**3**

**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 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

**Importance**

If each of these tasks could get done without any other task, which would have the most positive impact?

**TIP** Participants can use their cursors to point at where they think ideas should go on the grid. The facilitator can confirm the spot by using the laser pointer or hitting the H key on the keyboard.

**Feasibility**

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