

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS24602
Project Name	ShopEZ: One-Stop Shop for Online Purchases
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

The screenshot displays the Mural Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Left Column (Preparation):** Contains a lightbulb icon, a title "Brainstorm & idea prioritization", a description encouraging its use in own sessions, and preparation time estimates: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended.
- Middle Column (Problem Statement):** Step 1: "Before you collaborate" (10 minutes) - A brief introduction to preparation. Step 2: "Define your problem statement" (5 minutes) - A box for writing the problem statement with the placeholder "How might we [your problem statement]?".
- Right Column (Key Rules):** "Key rules of brainstorming" (To run a smooth and productive session). It lists six rules with 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!

**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, prioritize, organize, and categorize important ideas as themes within your mural.

Person 4

## Step-3: Idea Prioritization



### 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

