

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 February
Team ID	LTVIP2026TMIDS64562
Project Name	Smart sorting: identifying the rotten fruits and vegetables
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 columns:

- Left Column:** Features a lightbulb icon in a speech bubble and the title "Brainstorm & idea prioritization". Below it, text says: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate". It includes a step-by-step guide:
  - Team gathering**: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
  - Set the goal**: Think about the problem you'll be focusing on solving in the brainstorming session.
  - Learn how to use the facilitation tools**: Use the Facilitation Superpowers to run a happy and productive session.A button labeled "Open article" with an arrow points to a detailed article page.
- Right Column:** Titled "Define your problem statement". It asks: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A box contains the placeholder text "How might we [your problem statement]?".

At the bottom right, there is a box titled "Key rules of brainstorming" with the following rules:

- 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

**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, 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

**TIP**  
Participants can use their cursors to point at where they think an idea should go on the grid. The facilitator can confirm the spot by using the letter key 'H' or the shift key.

**Importance**  
Each of these tasks could get done without any extra effort, which would have the most positive impact!

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