

Ideation Phase

Brainstorm & Idea Prioritization


Date	23 June 2025
Team ID	LTVIP2025TMID31339
Project Name	CRM Application for Jewel Management - (Developer)

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.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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.

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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 a 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

TIP

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

Amar	Yukesh	Person 3	Person 4
			

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. 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

Person 4

TIP

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

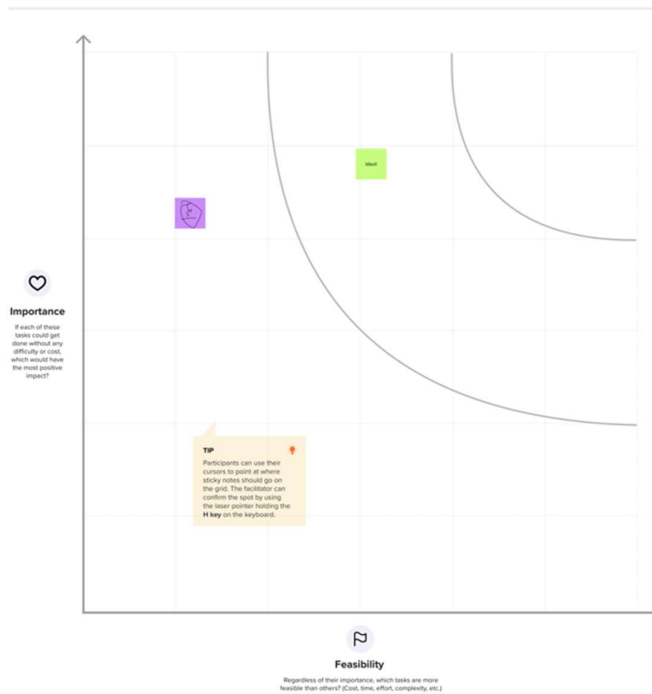
Step-3: Idea Prioritization

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



Filled Brainstorm & Idea Prioritization Template

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Selected Problem Statement:

Problem Statement: Design and implement a Salesforce-based Jewelry Inventory System to handle jewel customer data, items, prices, customer orders, billing, and automate workflows.

Step-2: Brainstorm, Idea Listing and Grouping

- Create custom objects for Jewel Customer, Item, Customer Order, Price, Billing
- Use relationships (lookup/master-detail) to connect objects
- Add custom fields, picklists, formulas, validation rules
- Use record types and page layouts for Gold/Silver differentiation
- Build Lightning App, Dashboards, Reports, Flows
- Create roles, profiles, permission sets, and assign to users

Step-3: Idea Prioritization

- Start with schema: objects, fields, relationships
- Move to automation: triggers, flows, validation
- Enhance with UI/UX: record types, layouts
- Wrap with security setup and reporting features