

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 February 2025
Team ID	LTVIP2026TMIDS73549
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
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 the 'Brainstorm & idea prioritization' template. It includes a sidebar with a lightbulb icon and a summary of the session: 10 minutes to prepare, 1 hour to collaborate, and 2-8 people recommended. The main content area is divided into three sections:

- Before you collaborate**: A brief preparation guide with a 10-minute timer.
- Define your problem statement**: A section where users frame their problem as a 'How Might We' statement, with a 5-minute timer.
- Key rules of brainstorming**: A summary of six rules with corresponding icons.

The 'PROBLEM' box contains the placeholder text: "How might we [your problem statement]?"

## 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 1**

**Person 2**

**Person 3**

**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 your notes as themes within your mural.

**Person 4**

## 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 ideas should go on the grid. The facilitator can confirm the spot by using the laser pointer and hitting the H key on the keyboard.

**Importance**

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

**Feasibility**

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