Ideation Phase
Brainstorm & Idea Prioritization Template
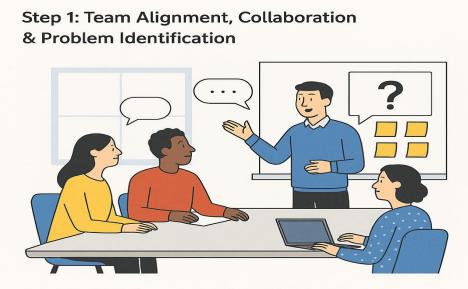
Date	20 June 2025
Team ID	LTVIP2025TMID28652
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

The **Brainstorm & Idea Prioritization** is a structured guide used by teams to generate creative ideas and identify the most effective ones. It encourages open thinking, where all ideas—no matter how unusual—are welcomed. The process involves gathering the team, selecting a problem to solve, listing all ideas, grouping similar ones, and finally evaluating them based on impact and feasibility. This helps teams focus on the best solutions while promoting collaboration and innovation. The template is ideal for both in-person and remote brainstorming sessions.
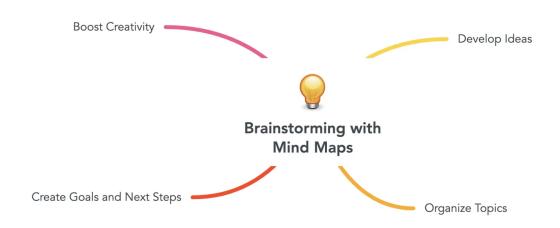
Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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

Step-2: Brainstorm, Idea Listing and Grouping

Boost Creativity

Develop Ideas

Brainstorming with Mind Maps

Create Goals and Next Steps

Organize Topics

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 difficulty or cost, which would have the most positive impact?

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Feasibility

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