

## Ideation Phase

### Brainstorm & Idea Prioritization Template

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Team ID	LTVIP2026TMIDS48876
Project Name	Civil Engineering Insight Studio
Maximum Marks	4Marks

**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 Mural Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Left Column:** A decorative icon of a lightbulb inside a speech bubble next to wavy lines. Below it, the title "Brainstorm & idea prioritization" is displayed. A descriptive text block states: "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." Below this are preparation details: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** A section titled "Before you collaborate" with a timer icon and the text: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It includes a "10 minutes" timer icon. Below this are three steps:
  - 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." An "Open article" button is provided.
- Right Column:** A section titled "Define your problem statement" with a timer icon and the text: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a "5 minutes" timer icon. A box labeled "PROBLEM" contains the placeholder text "How might we [your problem statement]?".

At the bottom right, there is a summary section titled "Key rules of brainstorming" with a timer icon, containing six rules with corresponding 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!

Person 1

Person 2

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 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 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 cursor to point at where they'd like to place the grid. The facilitator can confirm the spot by using the arrow pointer holding the H key on the keyboard!

**Importance**

If each of these ideas could get done without any difficulty or cost, which ones have the most positive impact?

**Feasibility**

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