

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS66345
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 displays the Mural template for 'Brainstorm & Idea Prioritization'. It is organized into three vertical columns:

- Before you collaborate:** This section includes a lightbulb icon and a brief introduction. It lists three steps: A. Team gathering (10 minutes), B. Set the goal (1 hour), and C. Learn how to use the facilitation tools (Open article). It also includes a note about inviting people and a link to the facilitation superpowers article.
- Define your problem statement:** This section starts with a step icon (1) and the title '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.' Below this is a 'PROBLEM' box containing the placeholder 'How might we [your problem statement]?'. A timer indicates this step takes 5 minutes.
- Key rules of brainstorming:** This section features a brain icon and a list of six rules with corresponding icons:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

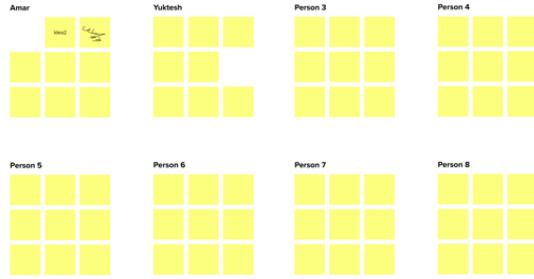
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes



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

Person 4

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and compare 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

