


## Ideation Phase Brainstorm & Idea Prioritization

Date	27 June 2025
Team ID	LTVIP2025TMID21064
Project Name	Citizen AI – Intelligent Citizen Engagement Platform
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.

### 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

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-  **Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
-  **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
-  **Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

### Define your problem statement

How might we use generative AI to create a smart, responsive platform that allows citizens to report issues, ask questions, and even vote and share perspectives to support the civic mission? This aims to improve engagement, simplify resolution, and access to public services.

⌚ 5 minutes

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**PROBLEM**

How might we [your problem statement]?

How might we use generative AI to create a smart, responsive platform that allows citizens to report issues, ask questions, and even vote and share perspectives to support the civic mission?

### Key rules of brainstorming

To run a smooth and productive session

-  Stay in topic.
-  Encourage wild ideas.
-  Defer judgement.
-  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 attach a sticky note and let the pencil (switch to sketch) icon to start drawing!

Person 1	Person 2	Person 3	Person 4
AI chatbot for answering civic service-related questions	Complaint submission form with auto-tagging (e.g., garbage, roads)	Sentiment analysis engine for public mood tracking	Real-time dashboard to monitor issues and suggestions
Tip generator for eco-awareness and civic participation	Upload option for policy PDFs (future feature)	User feedback system for quality improvement	Categorized dashboard filters (issue type, date, location)

*See your progress...*

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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, better organize, and categorize important ideas as themes within your mural.

#### Cluster A - Smart Interaction

- Chatbot for answering questions
- Upload and analyze documents
- Contextual civic suggestions

#### Cluster B - Complaint Management

- Issue submission with auto-categorization
- Status tracking system
- Feedback/rating of resolution quality

#### Cluster C - Analytics and Dashboard

- Sentiment tracker
- Complaint trends visualization
- Live updating dashboard (Chart.js)

## 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 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.

The grid plots ideas based on Importance (Y-axis) and Feasibility (X-axis). Ideas are placed in colored boxes: Policy Summarizer (blue), Chat Assistant (green), Complaint Form (pink), Heatmap View (pink), Sentiment Tracker (yellow), Live Dashboard (green), Voice Support (green), and Language Support (blue). A curved line separates high-importance/low-feasibility ideas from low-importance/high-feasibility ideas.

**Importance**  
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**QUICK ADD-ONS**

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template ->](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template ->](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template ->](#)