

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 February 2026
Team ID	LTVIP2026TMIDS38083
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
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

Template



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

➤

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](#) →

1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

🔍

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

- 🗣️ 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

Person 1

AI-based project matching between clients and freelancers

Person 2

Skill verification tests for freelancers

Person 3

Simple and secure bidding system

Person 4

Portfolio upload for showcasing past work

Person 5

Real-time chat between client and freelancer

Person 6

Milestone-based payment tracking

Person 7

Rating and review system after project completion

Person 8

Notifications for new projects and updates

TIP

You can select a sticky note and in the panel (switch to sketch) icon to start drawing!

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

Cluster 1: Smart Project Matching and Freelancer Profiles
Includes ideas related to AI-based matching, skill verification, and portfolio showcasing

Cluster 2: Communication and Collaboration Features
Includes ideas related to real-time chat, project updates, and notifications

Cluster 3: Secure Bidding and Feedback System
Includes ideas related to bidding process, milestone payments, and rating & review system

TIP

Add custom labels tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as grouped 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 sticky notes should go on the grid. The facilitator can confirm the space by using the laser pointer holding the **HL** key on the keyboard.

Importance

Feasibility

Regardless of their importance, which ideas 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 to 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 →](#)