

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

The screenshot shows a template for 'Brainstorm & idea prioritization'. On the left, there's a sidebar with a blue vertical bar labeled 'Template' at the top. Inside the sidebar, there's a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. Below the title, a text box says: '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.' At the bottom of the sidebar, there are three small icons: a clock (10 minutes), a person (1 hour), and a group of people (2-8 people recommended).

The main content area is divided into three columns:

- Before you collaborate**: A section with a blue circle icon. It includes a brief description: 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.', a timer icon (10 minutes), and three sub-tasks:
 - 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.'A 'Open article' button is located below these sub-tasks.
- Define your problem statement**: A section with a blue circle icon. It includes a brief description: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.', a timer icon (5 minutes), and a box containing the placeholder text 'How might we [your problem statement]?'
- Key rules of brainstorming**: A section with a blue circle icon. It includes a brief description: 'To run an smooth and productive session', a timer icon (5 minutes), and a list of six rules:
 - 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

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 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

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



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 →](#)