

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS54383
Project Name	Educational organisations using servicenow
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 digital template for a brainstorming session. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a brief description of preparation steps. It specifies a duration of 10 minutes. Sub-sections include:
 - A Team gathering:** Defines who should participate and shares relevant information or pre-work ahead.
 - B Set the goal:** Encourages thinking about the problem to be solved.
 - C Learn how to use the facilitation tools:** Provides tips for running a smooth session.
- Define your problem statement:** This section is numbered 1 and features a large input box labeled "PROBLEM" containing the placeholder "How might we [your problem statement]?".
- Key rules of brainstorming:** This section lists 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 4

Person 5

Person 6

Person 7

Person 8

Person 9

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 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, browse, organize, and categorize 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

Importance

If each of these tasks could get done without any other task, which would have the most positive impact?

TIP Participants can use their cursors to point at where they think their idea should go on the grid. The facilitator can confirm the spot by using the laser pointer and hitting the H key on the keyboard.

Feasibility

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