

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	24 Feb 2026
Team ID	LTVIP2026TMIDS80333
Project Name	Freelancerfinder: 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". The left sidebar is titled "Template" and features a "Brainstorm & idea prioritization" icon. The main content area is divided into three columns:

- Before you collaborate:** A section with a timer icon showing 10 minutes. It includes a note: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." Below this are three steps:
  - 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.
- Define your problem statement:** A section with a timer icon showing 8 minutes. It includes a note: "Scheduling a medical appointment can be time-consuming, confusing, and inefficient." Below this is a "Key notes of brainstorming" box:
  - Stay on topic.
  - Encourage wild ideas.
  - Defer judgment.
  - Listen to others.
  - Generate volume.
  - If possible, be visual.

At the bottom of the main content area, there is a "Need some inspiration?" section with a "Open example" button.

## 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 or click with  
and on the pencil icon to  
switch icon to edit drawing.

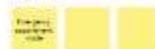
Person 1



Person 2



Person 3



Person 4



Type your heading...

Type your heading...



3

### Group ideas

We aim to streamline this process by providing a seamless, user-friendly platform for patients to discover, compare, and book appointments with healthcare professionals instantly.

⌚ 20 minutes

- TIP:**
- Real-time availability
  - Location-based search

- TIP:**
- Doctor Ranks algorithm
  - Appointments, info
  - Appointment reminders
  - Patient reviews and rating

- TIP:**
- Emergency services
  - Family member booking
  - AI recommendations



## Step-3: Idea Prioritization

**1**

**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  
Effectiveness vs. cost  
What's most effective, given the difference in cost, what needs have the greatest impact

Feasibility  
Impact vs. effort  
How feasible is the idea? (e.g., low effort, cost-effective, etc.)

Keep moving forward

**Strategy blueprint**  
Outline 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 →](#)

**After you collaborate**

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