

Ideation Phase

Brainstorm & Idea Prioritization Template

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|---------------|--|
| 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



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
👤 2-5 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](#)

Define your problem statement

Scheduling a medical appointment can be time-consuming, confusing, and inefficient.

🕒 5 minutes


Problem

Patients often face long wait times, lack of visibility into doctor availability, or struggle with finding needed healthcare professionals.

Key rules of brainstorming

To run an smooth and productive session:

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual



Need some inspiration?

Start a free trial and access all ideas, templates and tools to help you brainstorm your ideas.

[Open inspiration](#)

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

Define
problem
statement

Person 2

Define
problem
statement

Person 3

Define
problem
statement

Person 4

Define
problem
statement

Type your heading...

Type your heading...

→



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/ clinic location (specialty, etc.)
- Appointment reminders
- Patient reviews and rating

TIP

- Emergency booking
- Family member booking
- AI recommendations



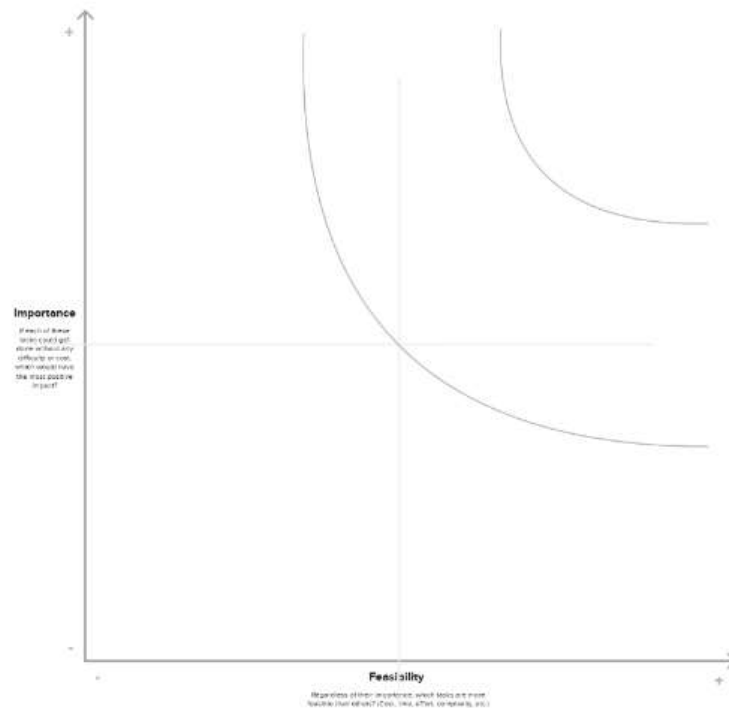
Step-3: Idea Prioritization

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



5

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
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](#)

