

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 – 02- 2026
Team ID	LTVIP2026TMIDS24575
Project Name	HematoVison
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 the 'Brainstorm & idea prioritization' template. It features a sidebar on the left with a light blue background and a central main area with a white background. The sidebar includes a circular icon with a lightbulb and wavy lines, and text indicating the template is for 'Brainstorm & idea prioritization'. Below this, it 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.' It also lists preparation time: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.

The main area is divided into three vertical sections. The first section, titled 'Before you collaborate', contains steps A, B, and C with descriptions and icons. Step A: 'Team gathering' (blue icon), Step B: 'Set the goal' (blue icon), and Step C: 'Learn how to use the facilitation tools' (blue icon). It also includes a link 'Open article' with a right-pointing arrow. The second section, titled 'Define your problem statement', has a blue circle with the number 1 and the text 'Define your problem statement'. It describes the goal of framing the problem as a 'How Might We' statement. The third section, titled 'PROBLEM', contains the text 'How might we [your problem statement]?' and a list of 'Key rules of brainstorming' with icons: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and 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**

**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 your notes 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 a note should go on the grid. The facilitator can confirm the spot by using the letter key or pressing the H key on the keyboard.

**Feasibility**

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