

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS34632
Project Name	Flavour Fusion AI Driven Recipe Blogging
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 Brainstorm & Idea Prioritization session. It is divided into three main vertical columns:

- Gathering:** This column contains a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below the title, there is descriptive text: "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".
- Collaboration:** This column is titled "Before you collaborate". It includes a sub-section titled "Team gathering" with instructions to define roles and share information. It also includes "Get the goal" and "Learn how to use the facilitation tools". There is a "Open article" button with a plus sign.
- Select the Problem Statement:** This column is titled "Define your problem statement". It asks, "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 text input field labeled "How might we [your problem statement]?" is provided. At the bottom, there is a section titled "Key rules of brainstorming" with six rules: Stay on topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

1

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10-minutes, glue each cluster a sentence-like label. If a cluster is bigger than one sticky notes, try and one if you need to break it up into smaller sub-groups.

⌚ 10 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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

1

Importance

Important ideas have value, but they also have difficulty or cost. Once we know the most important ideas, how can we make them feasible?

Tip: Encourage your team to point at where existing notes should go on the grid. This will help everyone give the spot to bring the most valuable findings the **High** on the Feasibility.

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