

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 displays a Mural template titled "Brainstorm & Idea Prioritization". It is divided into three main vertical sections:

- Introduction:** Features a lightbulb icon and text stating: "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 includes a checklist: "15 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Before you collaborate:** Includes a sub-header "Before you collaborate" with the text: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It lists three steps: "Team gathering" (Define who should participate), "Set the goal" (Think about the problem), and "Learn how to use the facilitation tools" (Use the Facilitation Superpowers). A "Open office" button is at the bottom.
- Define your problem statement:** Includes a sub-header "Define your problem statement" with the text: "What problem are you trying to solve? Frame your problem as a How might we statement. This will be the focus of your brainstorm." It features a "How might we (your problem statement)?" box and a "Key rules of brainstorming" section with six rules: 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

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Brainstorm

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

10 minutes

Tip
You can add a sticky note around the grid to indicate which ideas you want to keep.

Person 1	Person 2	Person 3	Person 4

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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.

10 minutes

Tip
When you have a large cluster of sticky notes, try to group them into smaller clusters. You can use a sentence-like label to group them. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

Step-3: Idea Prioritization

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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.

10 minutes

