

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID30049
Project Name	Cafeteria Menu Display
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


1


**Define your problem statement**  
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.  
 5 minutes


PROBLEM


How might we help students know the daily cafeteria menu in real-time by using a digital system instead of manual boards?


**Key rules of brainstorming**  
To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 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 1

Cafeteria  
Menu  
Display App

Person 2

Pre-ordering  
System for  
Lunch

Person 3

Feedback  
System for  
Food Quality

Person 4

Live updates  
of Available  
Items

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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 important ideas as themes within your mural.

Menu Management

Cafeteria  
Menu  
Display App

Student Engagement

Feedback  
System

Pre-ordering

Stock Management

Live updates  
of Available  
Items

### 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

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

