

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS52600
Project Name	Introduction to Smart Sorting – Transfer Learning for Identifying Rotten Fruits and Vegetables
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 from Mural. It's divided into three main sections: 'Before you collaborate', 'Define your problem statement', and 'Key rules of brainstorming'.

- Before you collaborate:** Includes a lightbulb icon, a timer icon (10 minutes), and a section titled 'Before you collaborate'. It says: 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' Below it are three steps: 'Team gathering' (define who should participate), 'Set the goal' (think about the problem), and 'Learn how to use the facilitation tools' (use Facilitation Superpowers). A 'Open article' button is at the bottom.
- Define your problem statement:** Includes a timer icon (5 minutes) and a section 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 box labeled 'PROBLEM' contains the placeholder 'How might we [your problem statement]?'
- Key rules of brainstorming:** Includes a brain icon, a title 'Key rules of brainstorming', and a subtitle 'To run a smooth and productive session'. It lists six rules with icons:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - 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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Person 2

Person 3

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, review, organize, and categorize important ideas as themes within your mural.

Person 4

Step-3: Idea Prioritization



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

