

Ideation Phase

Brainstorm s Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID48068
Project Name	Visualization Tool For Electric Vehicle Charge And Range Analysis
Maximum Marks	4 Marks

Brainstorm s 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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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.



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article ➔

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 [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

➕ 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

4 Brainstorm

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

10 minutes

Tip
This is a time to think out loud and share ideas. Don't worry about being wrong or silly. The goal is to generate as many ideas as possible.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

5 Group Ideas

Take your brainstorming ideas and group them into related clusters. Once all sticky notes have been grouped, give each cluster a sentence that starts: "If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups."

10 minutes

Tip
This is a time to think out loud and share ideas. Don't worry about being wrong or silly. The goal is to generate as many ideas as possible.

Step-3: Idea Prioritization

6 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
Remember not to use these ideas to make an idea. Ideas that should go on the grid. The facilitator can confirm the team's understanding of the ideas and the grid.

7 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick additions:

- Show the mural**
Share a view link to the mural with collaborators to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in decks, or save to your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)