

## Ideation Phase

### Brainstorms Idea Prioritization Template

Date	18-02-2026
Team ID	LTVIP2026TMIDS24188
Project Name	Visualization Tool For Electric Vehicle Charge And Range Analysis
Maximum Marks	4 Marks

#### Brainstorms 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 template for 'Brainstorm & idea prioritization'. It includes:

- Before you collaborate:** A section with a lightbulb icon, instructions to define who should participate, and a timer for 10 minutes.
- Define your problem statement:** A section with a 'PROBLEM' box asking 'How might we [your problem statement]?'
- Key rules of brainstorming:** A summary of six rules with icons: 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

**1 Brainstorm**

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

100 minutes

**2 Group Ideas**

Take turns sharing your ideas with a cluster group or related notes as you go. Discuss all ideas. If there are no new ideas, regroup. Give each cluster a nickname like 'love it' if a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

200 minutes

## 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.

200 minutes

**After you collaborate**

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

**Quick next steps:**

- Share the matrix:** Share a View URL, add it with collaborators, or bring it over to the Space for the members of the Space.
- Export the matrix:** Export a copy of the matrix as a PDF or PPT to attach to emails, include in notes, or use it for other.

**Keep moving forward:**

- Business blueprint:** Define the components of a new idea or insight. [Open the template →](#)
- Customer experience journey map:** Understand customer needs, considerations, 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 →](#)