

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19-062025
Team ID	LTVIP2025TMID49412
Project Name	Measuring the pulse of prosperity
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

Template



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

4

Team gathering

"We'll be analyzing the Index of Economic Freedom (2022) to uncover how key freedoms—like property rights, tax policies, and market openness—impact prosperity. Be ready to brainstorm policy ideas, visual insights, and country comparisons."

5

Set the goal

The goal is to explore how economic freedom—measured across 12 factors—affects a country's prosperity. We'll identify which factors most significantly contribute to or hinder development and suggest improvements.

6

Learn how to use the facilitation tools

Use sticky notes, graphs, maps, and comparison tables to document insights. Platforms like **Miro**, **Jamboard**, or **Google Slides** can be used for collaboration.

[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 analyze the Index of Economic Freedom to understand which economic policies best drive national prosperity and reduce poverty?

24

Key rules of brainstorming

To run a 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

Person 1

Country scorecards showing performance in all 4 pillars (Rule of Law, Government Size, Regulatory Efficiency, Open Markets)

Person 2

Compare countries side-by-side based on changes in economic freedom scores and corresponding GDP per capita growth

Person 3

Policy suggestions tailored to countries falling behind in specific pillars (e.g., reduce tax burden, improve judicial efficiency)

Person 4

Highlight "rising economies" based on improvement trends in economic freedom over the last 5 years

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

3

Group ideas

- Interactive world map showing country-level Index of Economic Freedom scores and changes over time.
- Simple comparison graphs for each country showing trends across the 4 pillars (e.g., tax burden vs. GDP growth).
- Set alerts or tags for countries with rapidly improving or declining economic freedom metrics.
- Explain economic trends in plain terms (e.g., "A drop in government integrity led to investor withdrawal in Country X").
- Cluster countries into categories: "Top Performers," "Improving Nations," "Declining Economies," and "Reform-Ready States."

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

20 minutes

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 M key on the keyboard).

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)