

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26-06-2025
Team ID	LTVIP2025TMID19414
Project Name	BookNest
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



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.

💡 Encourage wild ideas.

➔ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Gather 2–8 participants (students, users, teammates). Share the problem statement and any user insights or empathy maps beforehand.

🕒 10 minutes

TIP

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

Person 1

- Add a "Guest Checkout" option to speed up buying.
- Display book availability status clearly (e.g. "in stock", "Ships in 2 Days").
- Include student discount filters.

Person 2

- Implement smart search with auto-suggestions and genres.
- Offer audio previews for audiobooks.
- Add a "Bundle Buy" option for book series.

Person 3

- Enable users to reserve out-of-stock books.
- Add a "Books Under €200" quick filter.
- Show trending books by category.

Person 4

- Provide real-time delivery tracking.
- Let users post video reviews.
- Offer AI recommendations based on reading history.

Person 5

- Simplify the checkout into 2 steps max.
- Offer reward points on purchases.
- Let users sort by delivery speed.

Person 6

- Highlight eco-friendly book delivery options.
- Allow comparison between book editions (price, publisher).
- Integrate WhatsApp for order updates.

Person 7

- Add "Share Wishlist" option with friends.
- Include an "Ask the Seller" feature.
- Allow saving multiple addresses for gifting.

Person 8

- Introduce a dark mode reading experience for samples.
- Provide user-curated lists (e.g. "Top 10 for UPSC").
- Enable offline reading for free e-books.

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

Person 4

TIP

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

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.

