

## Brainstorm & Idea Prioritisation Template

Date	22nd June 2025
Team ID	LTVIP2025TMID57410
Project Name	ShopsMart
Maximum Marks	4 Marks


### Brainstorm & Idea Prioritisation 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. Prioritising volume over value, out-of-the-box ideas are welcome and built upon. All participants are encouraged to collaborate, helping one another develop a rich array of creative solutions.

Use this template in your 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

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- 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

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**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.

## Brainstorm

Wide  
variety of  
products

Convenient  
delivery  
scheduling

### ShopsMart – Your Digital Grocery Store

Personalized  
recommendati-  
ons

Secure  
online  
payment  
options

Secure  
online  
payment  
options

## Idea Listing

### ShopsMart Your Digital Grocery Store

- Wide product selection
- Convenient delivery scheduling
- Personalized recommendations
- User-friendly app interface
- Secure payment methods
- Fresh, high-quality produce

# Idea Grouping

