

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS66241
Project Name	Civil Engineering Insight Studio
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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. **Step-1: Team Gathering, Collaboration and Select the Problem Statement**

Brainstorm & idea prioritization for Flavour Fusion

Use the brainstorming session to identify a challenge relevant to your business, and explore how Generation AI can automate tasks, current solutions. The goal is to define a clear problem statement and select the most impactful solution idea for development.

1. Problem statement
2. Problem statement
3. Problem statement
4. Problem statement

Define your problem statement

What problem are you solving?

What is your current solution? How is it different from the current solution? How is it different from the current solution?

Key Discussion Questions

- Focus on automation
- Consider user feedback
- Identify the AI solution
- Minimize manual quality
- Ensure implementation clarity

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm, Idea Listing and Grouping

Use the brainstorming session to identify a challenge relevant to your business, and explore how Generation AI can automate tasks, current solutions. The goal is to define a clear problem statement and select the most impactful solution idea for development.

Group 1

- 1. Problem statement
- 2. Problem statement
- 3. Problem statement
- 4. Problem statement

Group 2

- 1. Problem statement
- 2. Problem statement
- 3. Problem statement
- 4. Problem statement

Group 3

- 1. Problem statement
- 2. Problem statement
- 3. Problem statement
- 4. Problem statement

Group 4

- 1. Problem statement
- 2. Problem statement
- 3. Problem statement
- 4. Problem statement

Define your problem statement

What problem are you solving?

What is your current solution? How is it different from the current solution? How is it different from the current solution?

Key Discussion Questions

- Focus on automation
- Consider user feedback
- Identify the AI solution
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Step-3: Idea Prioritization

