

## Ideation Phase

### Brainstorm & Idea Prioritization Template

<b>Project Name</b>	An Employee Requests Installation of Licensed Software through the Service Catalog
---------------------	--

#### 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

The screenshot displays the Mural template for "Brainstorm & Idea Prioritization".

**Left Panel:** Features a lightbulb icon and the title "Brainstorm & idea prioritization". Below it, a section says "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." It includes preparation time ("10 minutes to prepare"), collaboration time ("1 hour to collaborate"), and recommended participants ("2-8 people recommended").

**Middle Panel:** A large step titled "Before you collaborate" with a timer icon. It contains a brief description of preparation and a "10 minutes" timer.

**Right Panel:** A step titled "Define your problem statement" with a timer icon. It includes a "PROBLEM" box containing the placeholder "How might we [your problem statement]?".

**Bottom Panel:** A summary titled "Key rules of brainstorming" with a timer icon. It lists five rules with corresponding icons: "Stay in topic.", "Encourage wild ideas.", "Defer judgment.", "Listen to others.", and "Go for volume.".

## Step-2: Brainstorm, Idea Listing and Grouping

**2**

**Brainstorm**

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

⌚ 10 minutes

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

Amar      Yuktesh      Person 3      Person 4

Person 5      Person 6      Person 7      Person 8

**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

**TIP**  
Add customizable tags to sticky notes to make it easier to find, review, organize, and categorize important ideas as themes within your mind.

Person 4

## 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.

⌚ 20 minutes

