Ideation Phase Brainstorm & Idea Prioritization Template

Date	28 th June 2025
Team ID	LTVIP2025TMID49682
Project Name	FlightFinder
Maximum Marks	4 Marks

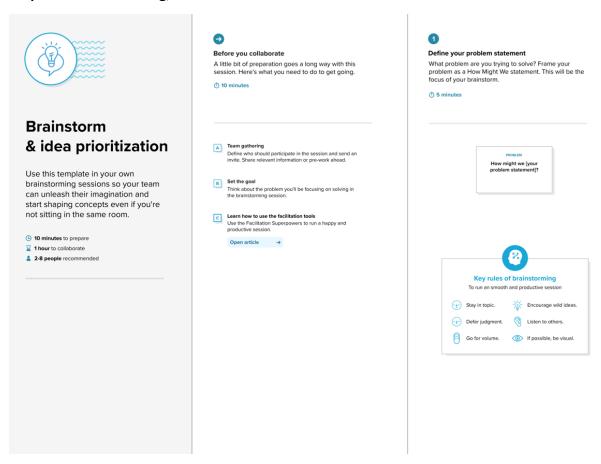
Brainstorm & Idea Prioritization Template:

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



Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm

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

10 minutes





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 ask stoky notes, by and see if you and break it up into smaller sub-groups.

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.

0 20 minutes

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 loser pointer holding the H key on the keyboard.

