

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	23 June 2025
Team ID	LTVIP2025TMID30202
Project Name	Field Service Workorder Optimization
Maximum 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

Template



## 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

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

1

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3

#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

Problem

Managing field service operations, especially work orders, is often inefficient due to delays in task assignments, miscommunications, lack of technician availability, and unoptimized routing. This causes customer dissatisfaction and operational costs.

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

## 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 set the pencil button to 'erase' and to clear drawing.

Person 1

Person 2

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. Once all sticky notes have been grouped, 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 a comment bubble to every note to make it easier to find, remove, organize, and collaborate together on ideas as you move within your mural.

**1. Performance Benchmark**  
 - Dashboard  
 - Sub menu & items  
**2. Assessment & AI**  
 - AI visualization  
 - AI chat interface  
**3. Technical Management**  
 - Hardware & software  
 - Data center security

## 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 markers to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **AI key** on the keyboard.

Importance

Feasibility

Dependent on other importance, which takes are more feasible than others? (Cost, time, effort, complexity, etc.)

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

**Share the mural**  
 Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**Export the mural**  
 Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save it your drive.

**Keep moving forward**

**Strategy blueprint**  
 Define the components of a new idea or strategy.  
[Open the template](#)

**Customer experience journey map**  
 Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)

**Strengths, weaknesses, opportunities & threats**  
 Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)