

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS66369
Project Name	calculating family expenses using service now
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

The screenshot displays the Mural Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon, a timer icon indicating 10 minutes, and a brief description: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It also lists preparation time: "10 minutes".
- Define your problem statement:** This section includes a timer icon indicating 5 minutes, a "PROBLEM" box containing the placeholder "How might we [your problem statement]?", and a numbered step 1.
- Key rules of brainstorming:** This section features a brain icon and a list of six rules:
  - Stay in topic.
  - Defer judgment.
  - Go for volume.
  - Encourage wild ideas.
  - Listen to others.
  - If possible, be visual.

At the bottom left, there is a sidebar with a lightbulb icon and the text: "Brainstorm & idea prioritization". Below this, it 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 also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

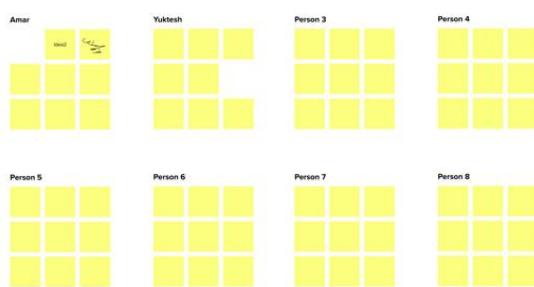
## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

⌚ 10 minutes



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 break it up into smaller sub-groups.

⌚ 20 minutes

Person 4

TIP  
Add customizable tags to sticky notes to make it easier to find. Break them down into categories important ideas as themes within your mural.

## 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

