

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS41611
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
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 shows the 'Brainstorm & idea prioritization' template. It includes a sidebar with a lightbulb icon and a main content area divided into three columns.

**Left Column:**

- Icon:** Lightbulb inside a speech bubble with wavy lines.
- Title:** Brainstorm & idea prioritization
- Description:** 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.
- Preparation Time:** 10 minutes to prepare
- Collaboration Time:** 1 hour to collaborate
- Participants:** 2-8 people recommended

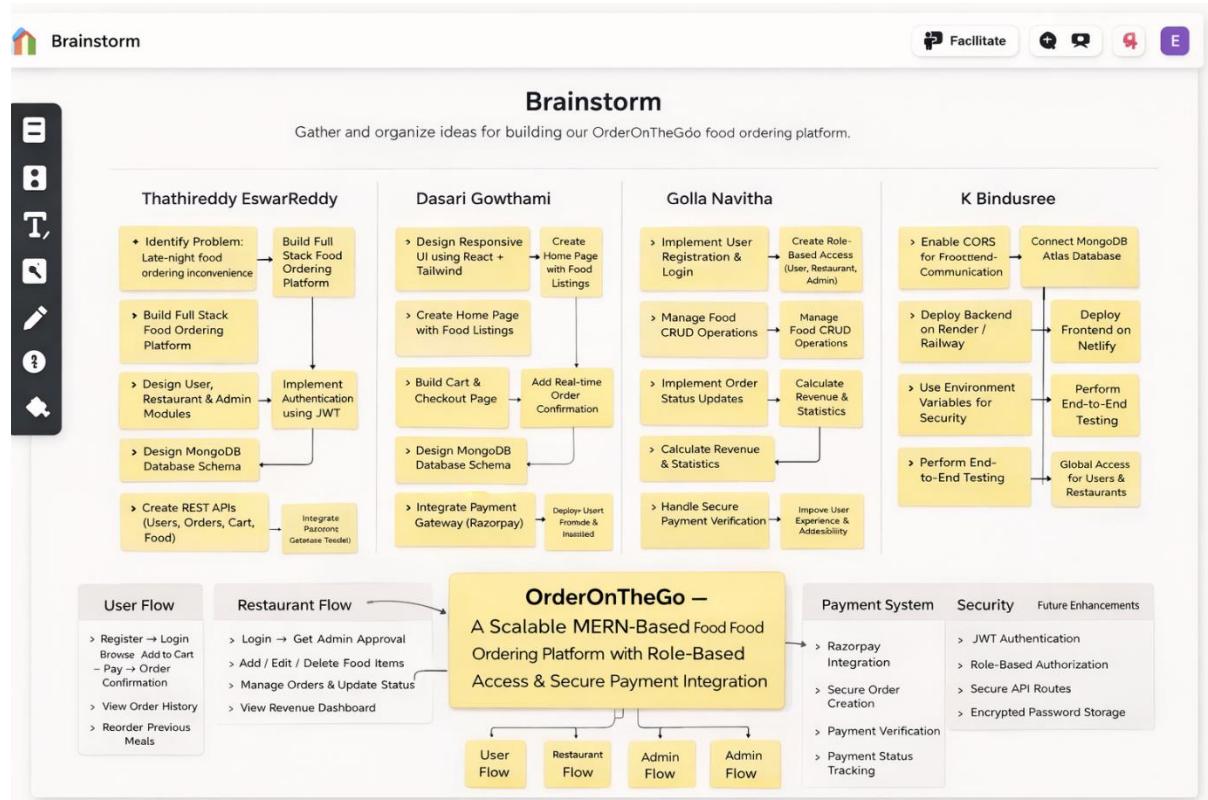
**Middle Column:**

- 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
- 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

**Right Column:**

- PROBLEM:** How might we [your problem statement]?
- Key rules of brainstorming:** To run a smooth and productive session
  - Stay in topic.
  - Encourage wild ideas.
  - Defer judgment.
  - Listen to others.
  - Go for volume.
  - If possible, be visual.

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



## Step-3: Idea Prioritization

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### 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

