# Ideation Phase
# Brainstorm & Idea Prioritization Template

| Date | 31 January 2025 |
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| Team ID | LTVIP2025TMID59424 |
| Project Name | Citizen AI – Intelligent Citizen Engagement Platform |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

The team (Mahesh, Sony, and Yugandhar) gathered to discuss the challenges citizens face while interacting with government services.
A collaborative session was conducted to explore gaps in existing public service systems, especially static websites that lack real-time interaction.
After initial discussion, the team finalized the following

**problem statement**:
"Citizens face delays and lack of transparency in their interaction with public services due to static, outdated digital interfaces. There is no intelligent system for answering queries or analyzing feedback."

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



**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 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, browse, organize, and categorize 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

**Importance**
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP
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 laser pointer holding the **H key** on the keyboard.

**Feasibility**
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)