

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	26 February 2026
Team ID	LTVIP2026TMIDS60356
Project Name	Educational Organisation Using ServiceNow
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 'Template' section of the Mural interface. On the left, there's a sidebar with a lightbulb icon and the title 'Brainstorm & idea prioritization'. Below it, instructions say: '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'.

The main content area has a blue header 'Before you collaborate' with a yellow dot icon. Below it, a box says: 'A little bit of preparation goes a long way with this session. Here's what you need to do to get going.' It includes a timer icon '10 minutes'.

On the right, there's a numbered step '1 Define your problem statement' with a blue dot icon. It asks: 'What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.' A timer icon '5 minutes' is shown. Below this, a 'PROBLEM' box contains the text: 'How might we effectively measure and compare economic freedom across countries to uncover key drivers of prosperity and support evidence-based policymaking'.

At the bottom right, there's a 'Key rules of brainstorming' box with a blue dot icon. It lists six rules with icons: 'Stay in topic.', 'Encourage wild ideas.', 'Defer judgment.', 'Listen to others.', 'Go for volume.', and 'If possible, be visual.' A timer icon '10 minutes' is also present here.

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

**1 Brainstorm**

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

**Tip:** You can either do this now and add the ideas directly to the notes or you can do this later.

0:10 minutes

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**Person 1**

**Group Ideas**

Take turns sharing your ideas with the rest of the group. Once all sticky notes have been grouped, give each cluster a sentence tag label. If it clusters together then we likely make my end see if you want to break it up into smaller sub-groups.

0:20 minutes

## Step-3: Idea Prioritization

**1 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.

**Tip:** You can use this feature to prioritize ideas. Just click on the importance rating to rank the ideas from most important to least important. You can also click on the feasibility rating to rank the ideas from most feasible to least feasible.

0:20 minutes

**After you collaborate**

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

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**Quick add-ons**

- Share the result
- Share a view file to the mail with stakeholders to keep them in the loop about the outcomes of the session.
- Export the result

**Keep moving forward**

- Group blueprint**  
Define the components of a new file or folder.
- Open the template**
- Customer experience journey map**  
Identify customer needs, motivations, and obstacles for an experience.
- Open the template**
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) analysis.
- Open the template**