

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 January 2026
Team ID	LTVIP2026TMIDS62799
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
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

**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  
3-8 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

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

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

**Learn how to use the facilitation tools**  
Use the Facilitation Supplement to run a happy and productive session.  
Open article

**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

**How might we (your problem statement)?**

**Easy rules of brainstorming**  
To run an 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

### 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 use your cursor to move it around the grid.

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the next 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try splitting it up into smaller sub-groups.

10 minutes

**Tip**  
Add a sticky note to each cluster to label it with the first sentence, separate, and categorize sticky notes in clusters within your board.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Person 9

## 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.

10 minutes

**Importance**  
If each of these ideas would get done, which one would be most important to you?

**Feasibility**  
Regardless of how important, achievable, or ideal, how easy would it be to do?

**Tip**  
The top-right area is often the most difficult to achieve. The bottom-left area is often the easiest to achieve. The top-left area is often the most important. The bottom-right area is often the least important.