

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

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

- Before you collaborate:** This section includes a lightbulb icon and a brief introduction. It lists three steps: "Team gathering" (10 minutes), "Set the goal" (5 minutes), and "Learn how to use the facilitation tools" (Open article). A note at the bottom says "10 minutes to prepare, 1 hour to collaborate, 3-8 people recommended".
- Define your problem statement:** This section features a "How might we" box with the placeholder "How might we [your problem statement]?" and a "Define your problem statement" step (5 minutes).
- Key rules of brainstorming:** This section contains a list of six rules:
 - Stay on topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

⌚ 30 minutes

TOP TIP
Take notes in a single column, you can always go back and draw arrows between ideas later.

Person 1 Person 2 Person 3 Person 4
Person 5 Person 6 Person 7 Person 8

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes. If you go in the last 10 minutes, give each cluster a sentence-line label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 30 minutes

TOP TIP
Add importance tags to ideas based on impact to users, how feasible they are, and how much effort it would take to implement them.

Person 9

Step-3: Idea Prioritization

