

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	31 January 2025
Team ID	LTVIP2025TMID56105
Project Name	HouseHunt: Finding Your Perfect Rental Home
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

As we brainstormed ideas for **HouseHunt: Finding Your Perfect Rental Home**, our team actively collaborated to generate and refine concepts. Each member contributed unique suggestions, and we discussed them collectively to ensure clarity and alignment. Similar ideas were naturally grouped together, allowing us to identify recurring themes and streamline our vision. Once all ideas were shared, we organized the sticky notes into clusters based on their functional purpose. Each cluster was then labeled with clear and descriptive titles such as **User Journey**, **Property Listings**, **Search and Filters**, **Booking Process**, and **Admin Dashboard**. This structured approach helped us shape the project roadmap effectively and ensure a user-centric experience.

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
👥 2-8 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

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

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

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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1


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

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 hit the pencil icon to switch to sketch icon to start drawing!

Amar	Yuktesh	Person 3	Person 4
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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 can break it up into smaller sub-groups.

🕒 20 minutes

Person 4

TIP
Add customisable tags to sticky notes to make it easier to find, remove, organise, and categorise important ideas as themes within your mind.

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

