

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 February 2026
Team ID	LTVIP2026TMIDS25010
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
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 vertical columns:

- Left Column (Team Gathering):** Features 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 includes preparation time ("10 minutes to prepare"), session duration ("1 hour to collaborate"), and participant recommendation ("2-8 people recommended").
- Middle Column (Collaboration):** Titled "Before you collaborate", it contains three steps:
 - 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.There is also an "Open article" button.
- Right Column (Problem Statement):** Titled "Define your problem statement", it says: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." It includes a timer ("5 minutes") and a box labeled "PROBLEM" containing the placeholder text "How might we [your problem statement]?".

Step-2: Brainstorm, Idea Listing and Grouping

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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

Person 4

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize 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

TIP Participants can use their cursors to point at where they see ideas should go on the grid. The facilitator can confirm the spot by using the letter key or pressing the H key on the keyboard.

Importance

If each of these tasks could get done without any other task, which would have the most positive impact?

Feasibility

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