

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 th June 2025
Team ID	LTVIP2025TMID52981
Project Name	OrderOnTheGo
Mentor Name	Dr Shaik Salma Begam
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
👤 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

- 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 Superpowers to run a happy and productive session.

[Open article](#) →

1 Define your problem statement

Scheduling a medical appointment can be time-consuming, confusing, and inefficient.

⌚ 5 minutes

PROBLEM

Patients often face long wait times, lack of visibility into doctor availability, or struggle with finding trusted healthcare professionals.

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



Need some inspiration?

Check out these ideas and templates to help you get started.

[Open inspiration](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

Person 1

Scenario:
Student
anxiety

Person 2

Team:
physics
and coding

Person 3

Emergency:
space program
issue

Person 4

Assessment:
is program
too difficult

Type your heading...

Type your heading...

→

3

Group Ideas

We aim to streamline this process by providing a seamless, user-friendly platform for patients to discover, compare, and book appointments with healthcare professionals instantly.

🕒 20 minutes

TIP

- Real-time availability
- Location-based search

TIP

- Doctor filters (gender, language, etc.)
- Appointment reminders
- Patient reviews and ratings

TIP

- Emergency booking
- Family member booking
- AI recommendations



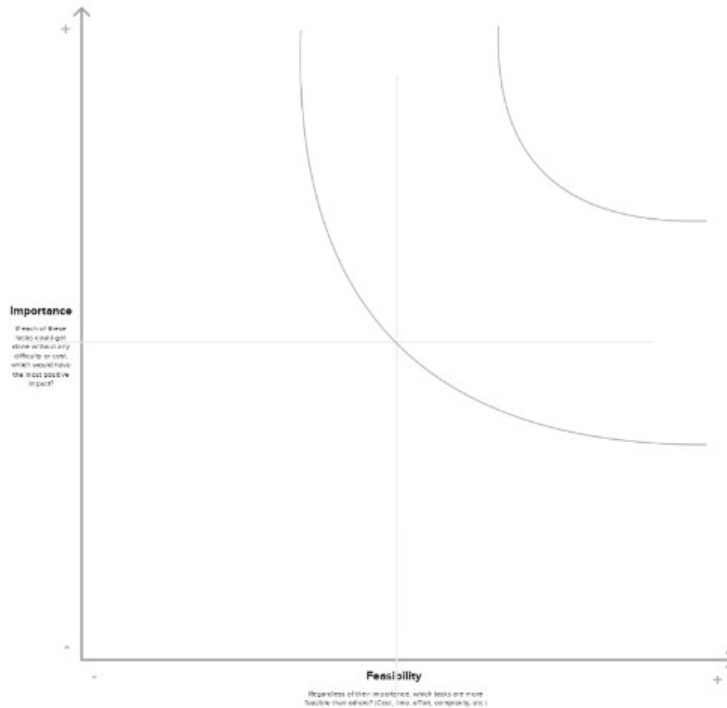
Step-3: Idea Prioritization



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



After you collaborate

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

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

