

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS82466
Project Name	Docspot
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 shows a web-based template for a brainstorming session. On the left, a vertical sidebar labeled "Template" contains a "Brainstorm & idea prioritization" section with a lightbulb icon, preparation time (10 minutes), collaboration time (1 hour), and recommended participants (2-8 people). Below this is a "Need some inspiration?" section with a "Get started" button. The main content area is divided into three columns:

- Before you collaborate:** A section for pre-session preparation, including "Team gathering" (invite participants), "Set the goal" (think about the problem), and "Learn how to use the facilitation tools" (use Superpowers). It includes a "10 minutes" timer and a "Read article" link.
- Define your problem statement:** A section for defining the problem, with a "5 minutes" timer and a note about scheduling medical appointments being time-consuming and inefficient.
- Key rules of brainstorming:** A summary of five rules: Stay in topic, Encourage wild ideas, Deter judgment, Listen to others, and Go for volume. It includes a "Read article" link.

## **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 use the sticky note and the pencil icon to save it moving.

Person 1



Person 2



Person 3



Person 4



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-Month calendar
- Bookings, etc.
- Appointment reminders
- Patient reviews and ratings

TIP

- Emergency bookings
- Family member booking
- AI recommendations



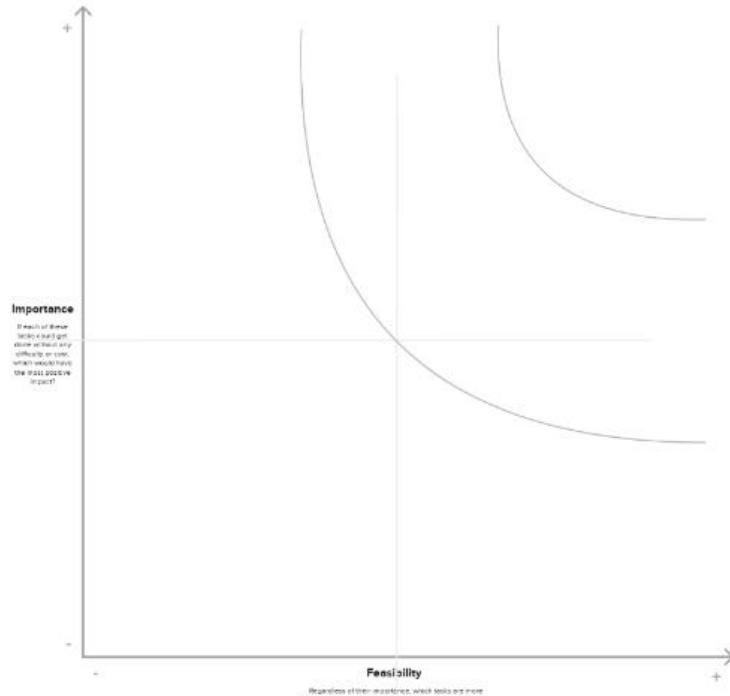
## Step-3: Idea Prioritization

**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



**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 & 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.

**Customer experience journey map**

Understand customer needs, motivations, and obstacles for an experience.

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

