

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS66399
Project Name	calculating family expenses using service now
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 the first step of the template, which is "Team Gathering, Collaboration and Select the Problem Statement". The interface is divided into three main sections:

- Left Panel:** Features a lightbulb icon and the title "Brainstorm & idea prioritization". Below it, a note says: "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 also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Panel:** Contains three steps:
 - A Before you collaborate:** A note about preparation: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." Duration: "10 minutes".
 - B Team gathering:** A note about inviting participants: "Define who should participate in the session and send an invite. Share relevant information or pre-work ahead." Duration: "5 minutes".
 - C Set the goal:** A note about defining the problem: "Think about the problem you'll be focusing on solving in the brainstorming session." Duration: "5 minutes".
- Right Panel:** Shows a box labeled "PROBLEM" with the placeholder text "How might we [your problem statement]?" and a section titled "Key rules of brainstorming" with the following rules:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

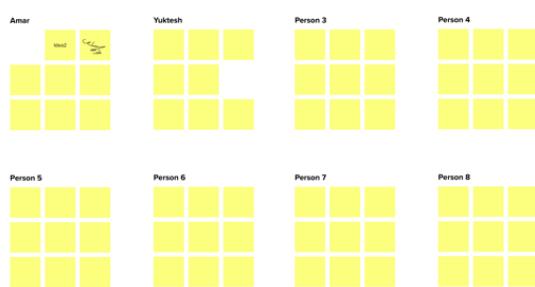
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⌚ 10 minutes



3

Group ideas

TIP You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

⌚ 20 minutes

Person 4

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

