

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS65580
Project Name	LAPTOP REQUEST CATALOG ITEM
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 main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon and a timer icon indicating 10 minutes. 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. A "Open article" button with a right arrow is provided.
- Define your problem statement:** This section includes a timer icon indicating 5 minutes. It features a box labeled "PROBLEM" containing the placeholder text "How might we [your problem statement]?"
- Key rules of brainstorming:** This section includes a brain icon and a timer icon indicating 1 hour. It lists six rules with corresponding icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

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 Yuktosh Person 3 Person 4

Person 5 Person 6 Person 7 Person 8

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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

TIP
Add customizable tags to sticky notes to make it easier to find, prioritize, organize, and categorize important ideas as themes within your mural.

Person 4

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

