

Ideation Phase

Brainstorm & Idea Prioritization Template

| | |
|---------------|--|
| Date | 17 July 2025 |
| Team ID | LTVIP2025TMID36762 |
| Project Name | Enchanted Wings : Marvels of Butterfly Speciee |
| 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

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



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

Identifying butterfly species manually is a time-consuming and expertise-driven process. It poses challenges for researchers working in biodiversity monitoring and ecological studies, and limits the involvement of non-~~Experts~~ citizen science and education. There is a clear need for an automated, accurate, and scalable classification system.

PROBLEM

we might improve the classification of species of Butterflies

Key rules of brainstorming

To run a smooth and productive session

- 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](#)

lokesh
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

Juned
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

ram
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

mohan
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

bharath
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

raju
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

alta
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

ravi
Idea 1: Create a mobile app for finding lost items.
Idea 2: Develop a web portal for lost and found items.
Idea 3: Create a social media campaign for lost and found items.

3

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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
You can select a sticky note and fill the panel switch to select how to start drawing!

TIP
Add customisable tags to sticky notes to make it easier to find, locate, organize, and categorize important ideas as themes within your mind.

Step-3: Idea Prioritization

4

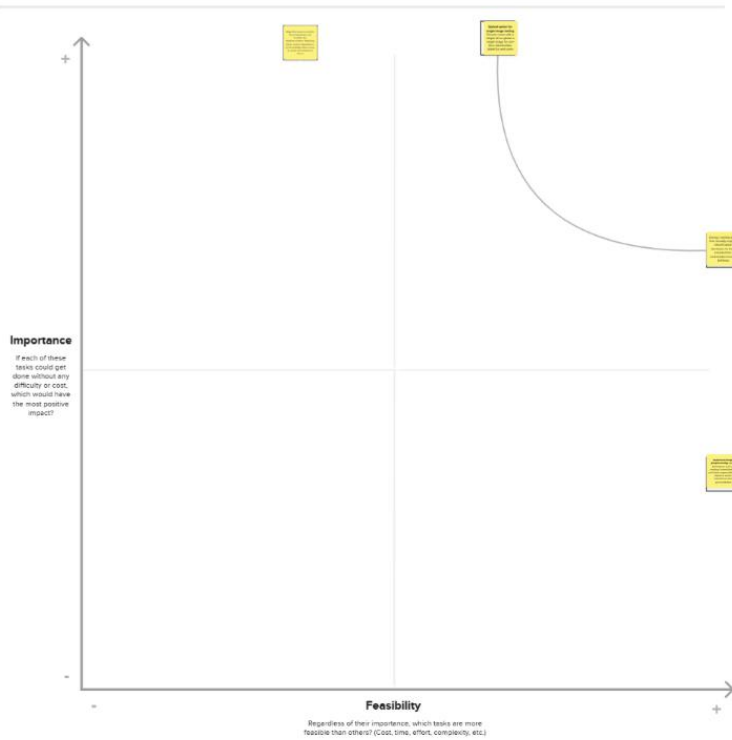
Prioritize

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 sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer, holding the **H** key on the keyboard.



5

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

- 1 **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2 **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 →](#)