

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 July 2025
Team ID	LTVIP2025TMID3681
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

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.

[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

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

juned

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

ram

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

mohan

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

bharath

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

raju

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

sita

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

ravi

How can we make the most of our time? How can we make the most of our time? How can we make the most of our time?

TIP

You can connect a sticky note and fit the pencil (switch to sticky) icon to start drawing!

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

Add customisable tags to sticky notes to make it easier to find, browse, organise and categorise important ideas as themes within your mind.

Step-3: Idea Prioritization

4

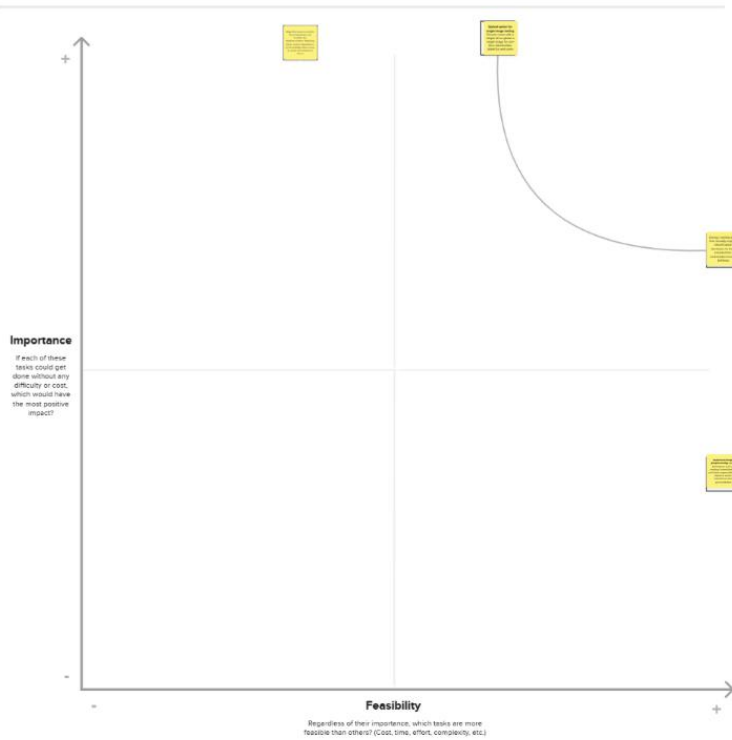
Prioritize

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 →](#)