

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	12 February 2026
Team ID	LTVIP2026TMIDS65776
Project Name	Flight Finder
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 digital template for a brainstorming session. It is divided into three main vertical columns:

- Left Column (Preparation):** Features a lightbulb icon and the title "Brainstorm & idea prioritization". Below it, text 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 includes icons for preparation time (10 minutes), collaboration time (1 hour), and recommended participants (2-8 people).
- Middle Column (Problem Statement):** Contains a section titled "Before you collaborate" with a timer icon (10 minutes) and a brief description. It then lists 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.There is also an "Open article" button with a right-pointing arrow.
- Right Column (Key Rules):** Features a section titled "Define your problem statement" with a timer icon (5 minutes) and a brief description. It includes a box labeled "PROBLEM" containing the placeholder text "How might we [your problem statement]?".

At the bottom right, there is a summary box titled "Key rules of brainstorming" with a brain icon, containing six rules with corresponding icons:

- 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

TIP

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

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

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 color-coded tags to sticky notes to help them stand out, become organized and recognize important themes within your mind.

Person 4

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

Importance

Each of these tasks could demand any difficulty or cost, where does this have the most positive impact?

TIP

Participants can use their cursor to point at where they want to go on the grid. The facilitator can confirm the spot by using the user position holding the ⌘ key on the keyboard.

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Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)